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Head Work

PUBLIC applause is for the obvious! The player who steals home for the winning run carries off the honors. But the coach on the sidelines—the man who plans the strategy; who visualizes and weighs the possibilities; who gives the final signal—receives no ovation.

Like the coach on the sidelines, the staff of Foote & Jenks leaves the

glory to others. Its sole task is to plan for your success—to give your candy the *flavor quality* that wins.

For nearly half a century we have specialized in this single task. Through ceaseless research; constant experimenting; and continued testing we have developed flavor — the indispensable ingredient—to a degree of perfection that is sure to win daily victories for your product.

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Editorial

A. ADAMS LUND, Editor

For "First Sales," Look to Packaging!

WHAT product lends itself to a more interesting variety of packaging mediums than candy? From the opaque depths of a cardboard chest comes the spell of pirate gold—a metal vanity holds the romance of a far-flung empire—she beckons through transparent walls in unoffending intimacy. Glass, wood, paper, brass, tin, china, cardboard, Cellophane—all are the clothes of candy.

To choose the proper medium for a particular candy and a particular market and to express one's product artistically *through* that medium, is half the battle for consumer recognition. No candy is liked before it is tried; no candy is apt to be tried until it is convincingly and aesthetically presented.

Each packaging material has its advantages. None is entirely free from some disadvantage. The confectionery manufacturer must choose his candy's clothes with care for on the accuracy of his judgment, the welfare of his product may depend. No

judgment which he is called upon to make during the entire manufacturing and distribution process can be so happy or so damning as the selection of his packaging materials.

Economy reasons for cardboard—its insulating qualities offering considerable immunity to spoilage—all things considered. Tin withstands the abuse of rough handling; glass puts the goods on dress parade. Both glass and tin suggest interesting secondary uses to the purchaser—legitimate alternatives to the objectionable premium given at the point of contact with the consumer, where the slightest factor influences the sale.

If candy well made is half sold, the other 50 per cent is in the packaging. Whether the customer comes back for more depends upon the quality—whether he tries it at all, depends upon the packaging. So choose your packaging materials with care—always remembering that they are candy's clothes.

Good Housekeeping Keeps Faith with Women

THAT the ultimate object of the offensive advertising engaged in by the tobacco companies has been the seduction of the youth and womanhood of our country is the discovery of Good Housekeeping—a Hearst publication that needs no introduction to our readers.

Quite deliberately, the cigarette companies directed their advertising at these groups which are the reader-public of Good Housekeeping. Witness the article in this month's (August) issue: "Smokes for Women—A Review of the Evidence Against Them." In the foreword, Good Housekeeping claims to be "just old fashioned enough to wish that women would not smoke. Also, that it covets for women

only the best of all possible things, and that cigarettes cannot be included in that category." No paid-for testimonials here! Just plain, undeniable facts and figures backed up by the statements of doctors and authorities whose reputations are not price-tagged. The editor remarked to an acquaintance of his "Did you see that article on cigarettes in Good Housekeeping?" To which came the rejoinder "My mother was reading it to my wife when I got home last night." A few articles of this sort will do more good than a dozen articles of defensive propaganda.

Good Housekeeping is to be commended for the courageous stand which they have taken. When one considers what this pub-

lication's potential revenue from tobacco advertising might amount to in the course of a year, he realizes that more than ordinary gameness was required to make this frank and unbiased expression of opinion.

So far as anti-cigarette campaigning is concerned, it begins to look as though this is only an opening gun. When more and better fireworks are made, the public will

make them. It must be getting weary of having its intelligence insulted.

Editors will be quick to sense the changing trend of public thought and provided they are honest and courageous enough, will begin to publish facts in lieu of the propaganda which has been served up to them constantly by the tobacco interests.

Refueling

AN epic of the air is in progress. Two men, high above the clouds, soar in a series of great circles over the field. Hour after hour they have droned on, their motors never faltering for one instant in the race against time. The pilot looks anxiously at his supply. . . .

He has thrice signalled to the ground crew. That speck—that plane down there—holds a fresh supply of gas which would keep him aloft through the long night ahead. It is the life blood of his motors. But the plane does not rise from the ground. What do you suppose the trouble can be?

The seconds tick off the ebbing reserves of the giant bird. Minutes separate two brave hearts from a dead stick—and inglorious failure.

Suddenly, the relief bird throbs, darts forward and with a graceful curve rises to the rescue. A hurried contact . . . gas—hot coffee—sandwiches—and candy.

The motors feel the pulse of a new life—their tanks replenished none too soon.

The current wave of record-breaking sustained flight is not without its contribution to the vocabulary of the candy industry. The word is *refueling*. . . .

Candy is to the human engine what gasoline is to the great mechanical bird. We humans grind along just so far, endure just so much before we, too, need refueling.

Science has recognized that there are two great classes of fuel for the human engine—the slow burning fuels (such as our morning oatmeal which gives up its calories slowly over an extended period) and the quick burning fuels such as the sugars and candy, which supply to the body on less than 5 minutes notice, the “extra ounce” of energy and stamina which we need to see us through to the next meal or stoking period.

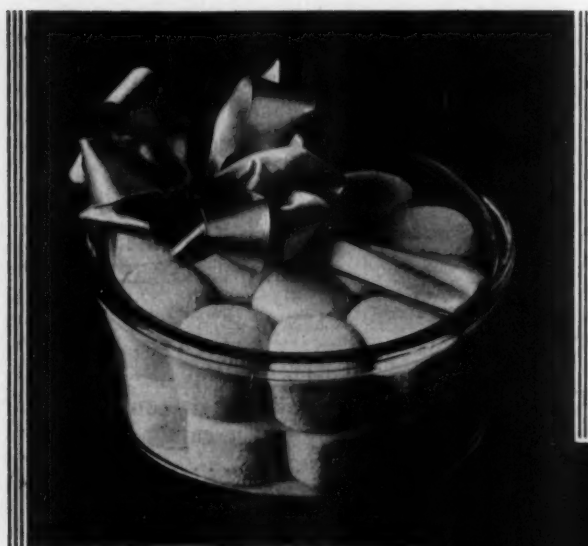
Life is no longer the slow, plodding existence which it once was, but a series of spurts. Each spurt requires effective and accurately timed refueling. Most palatable, most irresistible of the refueling foods, is candy.

Another Aspect of the New Competition

“I THOUGHT for many years that the other fellow who was selling staple items at a cut price was a plain dumb fool for throwing away his legitimate profit and demoralizing the industry, but I have come to the conclusion that in some instances that same other fellow is just that much smarter than I was. While I was feverishly trying to boost sales in every nook and corner of the land, using what I considered the best and most powerful selling tools which are available to modern sales management today, my most formidable competitor was employing trained chemists and production engineers

to perfect a factory layout and quality control system by which he has produced a better and more uniform piece of candy at a cost so much lower than my costs on the same item that the difference amounts to a very satisfactory profit! We have been 25 years learning this lesson.”

This interesting confession was recently made to the publisher of the M. C. by one of the leading manufacturers of the country. Which shows that the selling problems of this industry are also being solved back of the factory door in a permanent way by some of the candy executives who sense the trends in the new competition today.



Visibility

Protective Features of Transparent Materials Usher in New Vogue in Candy Packaging

GLASS, properly designed, is perhaps the most beautiful of all rigid packaging materials. It is to the containers what

Cellophane is to wrapping materials. Stoutly constructed, the glass container is nevertheless infinitely more flexible in design than the majority of materials commonly employed for candy packaging. Blown or pressed into a myriad of sizes, shapes, colors and finishes, it satisfies the demands of art and the whims of individualism. Here is a material beautiful in itself yet dedicated to the modest purpose of revealing the purity, goodness and charm of the products which it surrounds—made, in fact, so that each tempting delicacy placed within its walls might have a show window all its own.

Candy, as much as any other product in the world, relies upon eye-appeal to whet the appetite and make the sale. The chains know from long experience that the way to sell a backward candy number is to present it in an appetizing window or showcase display. Passersby pause to feast their eyes—and drop in to buy. Glass fosters the sale by giving the candy an opportunity to tell its own story in its own sweet way. But is transparency the only worthwhile attribute of the glass container?

Speak to a glass manufacturer about glass containers and he immediately assumes that you wish to pack hard candy. True, glass jars do seem to be peculiarly adapted to the packaging of hard candy. With-



out them, many tons of summer hard goods would undoubtedly never be made. But do the opportunities offered by glass containers begin and end with hard candy?

Each Jar a Unit Storehouse

If we visualize the hermetically-sealed glass container as an efficient, heat-insulated and air-conditioned storage compartment instead of a simple glass-walled container, we become conscious of many potentialities of glass which, so far as the general run of candies is concerned, have remained obscure and neglected up to the present time. One wonders why this should be so.

There probably isn't a manufacturer in the candy industry who doesn't know that some sort of air-conditioning is needed to prevent uncoated goods from drying out before they can be sold. He knows that a marshmallow, for example,

will become soggy or develop a crust according to whether the atmosphere in which it is stored be humid or too dry; and that the more perishable items in the home-made line cannot at present be handled by wholesale manufacturers in competition with the chains because of the time element involved in distribution. He probably knows also, that the same protective properties which have made it desirable for him to pack the better qualities of hard candy in glass, and which have increased the effective shelf life of that product to a point where it is now possible for him to sell hard candy on a wholesale basis twelve months of the year, could be made to do as much for the uncoated candies whose storage requirements are equally, if not more exacting, than those of hard candy.

The candy manufacturer realizes also, if he gives any thought to it

By A. ADAMS LUND

Editor



at all, that the thick walls of glass containers provide him with an insulating material of high efficiency. Wherever he lives or works, he is surrounded by thin sheets of window glass which on the coldest days of winter keep in the heat, shut out the cold. Glass is a non-conductor of heat; diffusion through its walls is slow. Many of the failures of candies are due to the alternate sweating and evaporation which is caused by sudden fluctuations in

Tempting assortments of uncoated candies of the increasingly popular "home-made" variety are made possible with glass, where each individual package becomes a heat insulated and air-conditioned storehouse which protects as well as merchandises its contents.

temperature. Colored pan work is a case in point.

The Tragedy of Jordan Almonds

We start with an assortment of Jordan almonds tinted in delicate pastels. The colors are as beautiful as any artist can paint. As the temperature within the container rises, moisture is abstracted from the center of the piece into the surrounding air in the container. Night falls and the thermometer comes tumbling down. The moisture in the air locked up in the container is precipitated upon the surfaces of the candies as beads of "sweat." The sweat dissolves the color wherever it comes in contact. Again the temperature rises, carrying the moisture off into the air. This time, however, the color is left behind in a series of unsightly spots. A thing of beauty has become wholly unattractive and an unappetizing piece of candy.

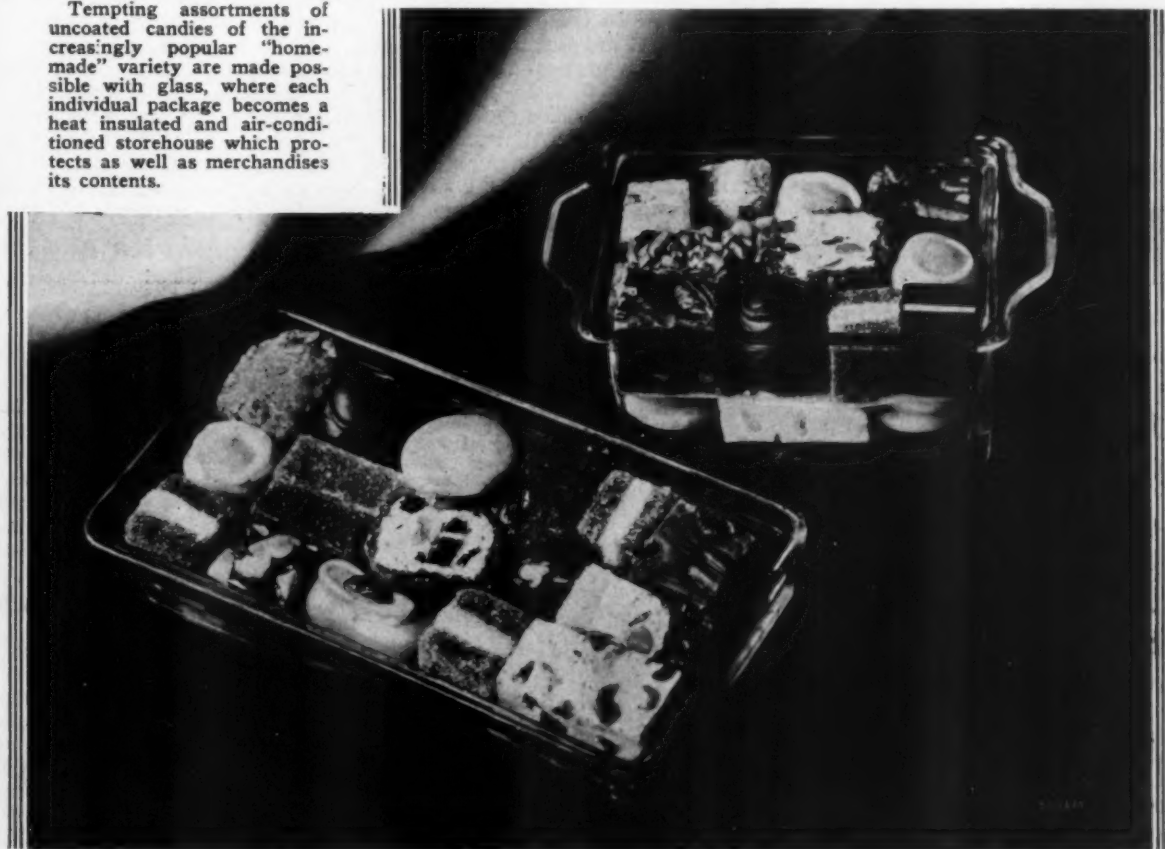
Glass helps to even out the storage temperature within the container by slowing down the transfer of heat. This insulation factor might similarly be used to advantage

in packing caramels, where it should be possible to defer the collapse of the caramels in warm weather, while at the same time protecting them from drying out.

See Tendency Toward Fewer Lines

But why, when we recognize the need of adequate package insulation; of packing our uncoated goods in an atmosphere of conditioned air and in maintaining that conditioning within the package by means of an air-tight seal; and when we see all around us the trend toward visible merchandising, why do we continue to ignore (except for the most meagre uses) the one packaging medium capable of satisfying all three of these requirements at one and the same time?

Is it because we do not produce individual items in sufficient quantity to warrant the expenditure necessary for glass moulds? Is it because we think that glass represents too high a proportion of factory cost to allow for packaging expenses? Is it that glass designs are not sufficiently attractive for our products,



VISIBILITY PLUS

that they have been cheapened by their associations, or do we still harbor a secret inhibition against breakage or some other shortcoming which our early experiences have led us to attribute to glass?

It is a common belief, that because business in the candy industry is scattered over a large number of items, few items come in for quantity production to an extent great enough (say 150,000 to 200,000 units a year) to warrant designing and absorbing the cost of preparing special confectionery moulds. This may have been literally true up until the last couple of years. But then a number of the more progressive candy manufacturers were observed to be taking a leaf out of the Commerce Department's book on Standardization and Simplification. At any rate, they began to cut down the number of staple items which they carried. Unfortunately, this movement toward cutting out slow-moving items has not been as general as the advocates of Simplification would like it to be but progress is at least indicated in this direction. Similarly, the number of houses which specialize like the Crackerjack Company in just a few staples, is constantly being augmented—a situation which presages a broader market for special design glassware.

The argument that glass containers represent too high a proportion of the finished package cost for a confectioner to allow for packaging expense is disproved on the face of it. The one candy which it has become customary to pack in glass, is

among the least expensive products of the confectionery industry. Then, too, the spices which go into a 5c jar of Gulden's Mustard are probably just as expensive as the ingredients in a fudge or a fondant.

Packaging vs. Packaging Service

In recent years "Packaging" has come to imply something more than the mere selection of a container which will hold one's goods and permit them to be carried safely to destination. It is becoming recognized as a whole series of services performed by the container, not alone in holding the product, but in keeping it fresh and attractive-looking, in protecting it from contaminating influences and aiding in numerous other ways in both the practical and aesthetic presentation of that product to the consumer. If the ends of packaging could be served by some miraculous means without the intervention of either glass, wood, paper or of any other packaging medium, would not the question of packaging economy be reduced to its irreducible minimum? Yet we know from experience that the attractiveness of a package and the freshness of its contents are often as potent factors in selling the candy as the physical make-up of the product itself.

In marketing candies packaged in glass, the candy manufacturer relieves his dealer of certain selling responsibilities. One of the principal assets of glass-packed candies is their ability to sell themselves without signs or props, relying

merely on the visual appeal of the container and upon the appetizing qualities of the candies which speak their selling messages through its walls. This is a tangible merchandising service. Might it not logically be taken into account by the dealer in computing his selling overhead and in determining what profit

Candies transparently packed need only to be displayed to take advantage of the powerful appetizing appeal which the candies themselves possess. Transparent containers are indefatigable salesmen who know neither discouragement nor hours—ready to display one's wares 24 hours a day if need be.

margin he has a right to exact on glass-packed candies?

Candies packed in glass need only to be displayed to take advantage of this powerful visual force which glass, of all the rigid containers, alone possesses. Glass containers are salesmen who never tire of displaying one's wares, and who will work 24 hours a day if need be. An interesting sidelight on the merchandising leadership of R. H. Macy & Co., is the report that in their grocery department there are over 3,800 food articles packed in glass. Over 50 per cent of the items displayed in the fruit section of this famous department are packed in glass. *Macy sells what the manufacturer makes it easiest for the customer to buy.*

Honest Products Not Afraid of Glass

Recently the Department of Agriculture issued a warning to the packers of mixed vegetables to beware of using illustrations on their labels which would seem to indicate to the consumer a succulency which the goods themselves do not actually possess. What a far reaching interpretation of the Pure Food Law this is! But what label is more truthful than that of the container whose transparent walls permit the product to be seen and appraised by the customer before he buys it? If you believe in "truth in advertising", you must believe in glass.

Numerous attempts have been made by different retailers to put over candy assortments in fancy glass jars, usually repacking for this purpose, one of the irregular stock cardboard box assortments. These people will put out a few gross of



Even the stock designs in glass containers offer wide versatility to the confectionery manufacturer. This group would make excellent "pocket packages."



a supposedly "special" assortment packed in an imported glass jar, possibly with a bell-shaped or cathedral top. You know the type. They carefully pad out the inside of the cover with sufficient tissue paper to prevent the contents of the jar from being thrown around, tie up the whole business with an expensive piece of ribbon (but with no regard for the principles of closure which in the final analysis determine the value of glass as a packaging medium), handle and ship these "creations" as though they were handling Haviland Limoges and then complain that the expense of packaging in glass is such that they must add 40 to 50 cents a pound to the normal price of the assortment in order to "get by."

Naturally, ribbon and tissue paper conceal most of the beauty of the candy itself while the closure has degenerated into a loose-fitting mortise arrangement which actually provides less protection to the contents of the jar than a tight-fitting slip-cover cardboard box. That is not our idea of wholesale glass packaging. On the other hand, if we design a low, moulded jar, furnish it with a simple flat cover, employ the closure that is best adapted to its

size and shape and let it go at that, there is no reason why it cannot be tied in with the regular scheme of factory production. After all, we are not trying to sell an article like perfume which has no texture or variety of its own. Candy—the world's most luxurious food—has every right to do a little talking for itself.

Nor is glass breakage the bugaboo which it was some few years back. The glass people claim that it may be shown that the shipping losses on tin and cardboard are somewhat higher than on glass. Also glass goods may be put back into the original cases in which they came from the glass manufacturer and thus re-

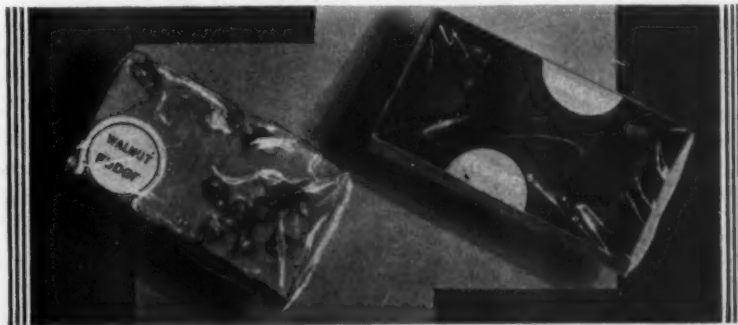
Countless agricultural products now waste will be turned into millions of miles of diaphanous Cellophane. Here are a few of Candyland's small package specialties wrapped in their modern garb of protective transparency.

shipped in greater safety, and at a considerable economy over having to provide additional packing cases for outgoing goods.

What the Future Holds for Transparent Packaging

Whatever price disparity now exists between glass containers and tin, cardboard, etc., seems destined to diminish rather than increase in the immediate future. In selecting the medium for a new candy package, it is important to consider these general price tendencies. Boxboard for example, has been climbing steadily upward under the influence of our diminishing forest resources and the absence of comprehensive programs of Federal and State Reforestation.

The 2 per cent of tin which is used in plating tin containers is a much rarer metal than is generally realized, and in spite of the reassuring abandon with which we use tin in the packing industries (not to mention in the babbitt metal which lines the bearings of our motor cars) seems slated to pass out of the picture within our lifetime. At the present time, the tin deposits of the Far East furnish two-thirds of the world supply of tin. These beds extend from Burma and the Malay Straits, under the sea to the Dutch East Indies. Experts have estimated that the Malayan fields will be exhausted in ten years, while those of the Dutch East Indies will probably continue to produce at their present rate for about twenty years, "after which their production must inevitably decline." From the moun-



Visibility, Plus

(Continued from page 39)

tain fastnesses of Bolivia comes the only other really sizeable contribution to the world's supply. But the Bolivian ores are of low grade and the mines highly inaccessible.

Fifty per cent of the world's tin production is annually consumed in the United States. Perhaps that is why we Americans have failed to appreciate just how rare a metal the 2 per cent of tin on a tin can really is. Prices of tin mount higher year after year "under the stimulous of unprecedented demands upon an output which every price inducement has demonstrated cannot be greatly increased."

We have seen aluminum displace tin in the kitchen. Well within our lifetime, we may see substitutes such as chromium and cadmium used for the plating of cans. Meanwhile, two products of superior merit and increasing usefulness stand out as the packaging mediums of the future—glass and the flexible cellulose acetate product known as Cellophane.

Glass Materials Plentiful

Glass will be plentiful and cheap as long as the mountains endure. Sand, soda and lime—the three ingredients needed to make the finest glass—are all cheap, and there is no prospect of a shortage to come so far as the human mind can conceive.

Countless agricultural products now waste will, under the wand of public necessity, be transformed into millions of miles of Cellophane and kindred products. Cellophane is beginning to get over the expenses of research. With these charges removed, it seems destined to come down even more rapidly than during the past two years. The prices of glass containers are now at the lowest point in years, with competition increasing under the influence of the introduction of labor-saving machinery. Tin and paper going up—glass and Cellophane coming down. What is the answer? Does it not behoove the candy manufacturer to analyze this situation carefully and to follow the trend of the times?

Even into the packing field the mechanization of the glass industry has progressed—glass packing is no longer the problem that it was in hand labor. Retort vacuumizing, suction screw capping, automatic labelling—these and a hundred other advances in packing and handling await the call of production-minded executives in the confectionery industry.

That glass containers may be employed for uses other than the packing of hard candy is no new discovery. The fact that they may be used *economically* to take the place of other packaging mediums is a more recent development. With the disparity between glass and competing forms of rigid packaging constantly diminishing, a point has been reached at which it is becoming practical for confectioners to review the whole scheme of packaging, and if they are in the habit of allowing,



The "package window" offers an effective means of adapting the ordinarily opaque cardboard package to the modern vogue of visibility.

let us say, 15 per cent of factory costs for container expense, they will probably find that on most classes of package goods, glass may be had well within the budget.

Of course, we are speaking primarily of the manufacturer who is a quantity user; that is to say, one who uses carlots or better. Smaller

users may find something of interest in the stock designs of glass containers already available, although unfortunately, their problems cannot be as readily solved as those of the larger manufacturers who are in a position to order runs large enough to absorb the cost of moulds and in this way obtain the exact size and design which they require.

Re-use Value of Glass to Supercede Premiums

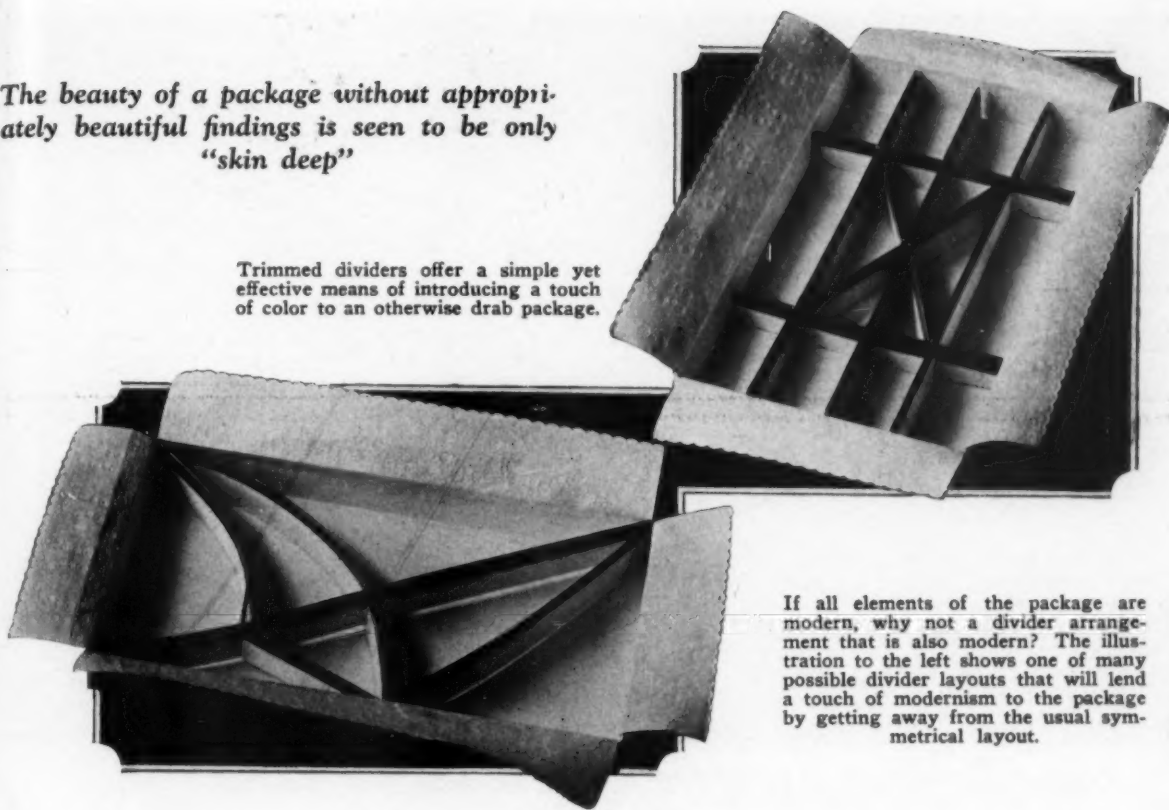
From the standpoint of wide mouth closures, the field is somewhat narrow in blown glass; but the moment one gets into pressed glass, he can get practically anything he desires. A suitable closure may be found for whatever type or shape of glass container he selects. Of course one can hardly expect to get "a continuous thread" on a squat, oval or circular jar adaptable for a home-made assortment, but he is certain of getting a closure which will prove equally satisfactory for his purpose.

Manufacturers with a penchant for giving away premiums will find an innocuous substitute in the glass candy container which is designed to have a practical re-use value in the customer's home. The re-uses of glass jars are too numerous to mention, extending all the way from cigarette jars (sic) to bases for table lamps.

From what has been said, it is evident that glass offers a flexibility of design which has not yet been tapped by the confectionery industry. One of the leading retail brands of hard candy on the market today is still being put up in a jar which was originally designed for varnish. Had the firm putting it out been less conservative, they could have originated their own design and have established it as a distinctive hall-mark of their quality product. Other candy people are using pickle jars, mustard jars, and whatnot; a few have taken the pains to evolve their own designs. One of the latter dug up the inspiration for their jar from the feminine form. Others might do well to study the method employed and consult with recognized art critics in designing new diaphanous clothes for their deserving candies.

The beauty of a package without appropriately beautiful findings is seen to be only "skin deep"

Trimmed dividers offer a simple yet effective means of introducing a touch of color to an otherwise drab package.



If all elements of the package are modern, why not a divider arrangement that is also modern? The illustration to the left shows one of many possible divider layouts that will lend a touch of modernism to the package by getting away from the usual symmetrical layout.

If We Remove the Wrap—

We are apt to find that the beauty of a candy package is only "skin deep"

BY R. WILSON WILMER

(Assistant Editor, *The Manufacturing Confectioner*)

LAST Saturday I created a furor in an otherwise tranquil household by presenting my wife with a fine one-pound box of candy.

Aside from the fact that the storekeeper had no half-pound packages in stock, I know of no reason for my having selected this particular assortment other than that it "looked the goods." Honest, it was the niftiest-looking parcel of sweets I've ever seen,—and was the missus surprised? Well, I guess she thought Christmas had crept up on her without her knowing it.

Her eyes fairly danced with anticipation. "Honey," she cried, "my mouth has been watering for candy so long that I think my fillings are getting rusty. Do you remember

how good those last candies were you brought me?" Having a particularly good memory, I did recall them.

"Yes," I said, "they were good. But they didn't have the 'class' that this little package has."

Johanna (that's the wife) commenced the unveiling. First she untied the ribbon.

"We can doll the cat up with that," I suggested, sort of casual.

Jo looked at me, and then more critically at the ribbon.

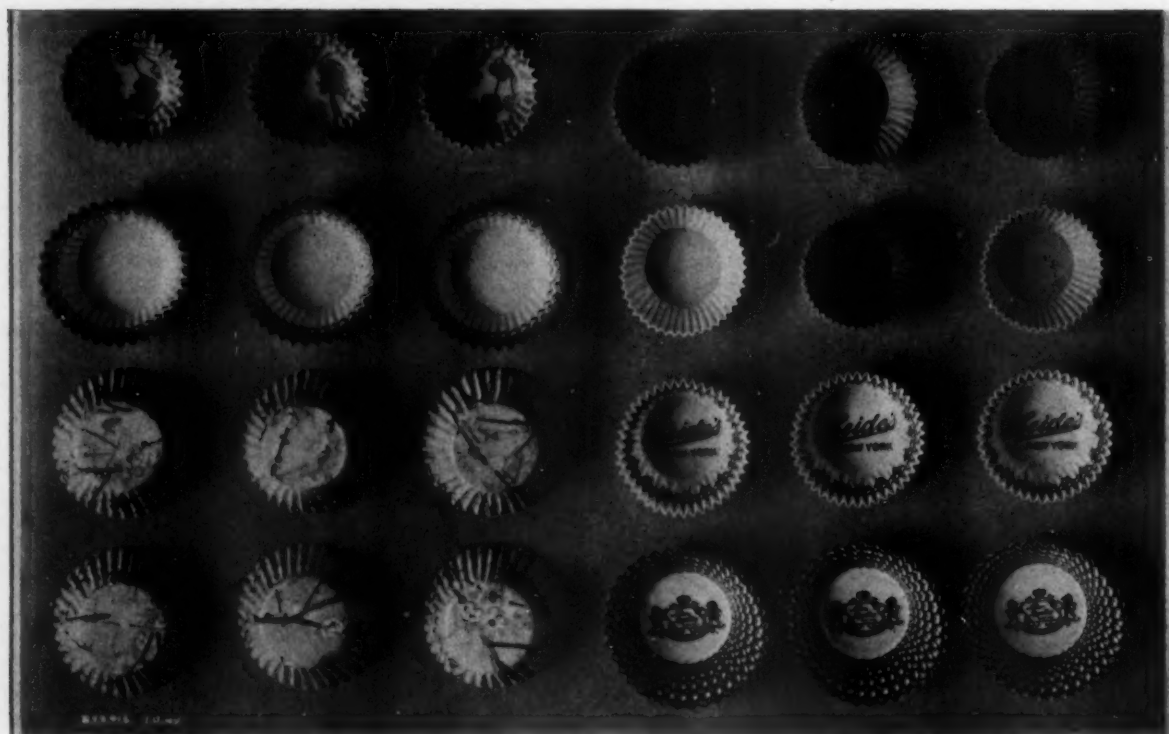
"No," she said, a little scornfully, "not *our* cat. When we have to begin dolling 'Minnie' up it won't be with sleazy stuff like that."

Now, mind you, I'm no judge of materials, but it didn't take more than a second glance to see that the

wife's remark was justified. However, I didn't tell her so. Instead, I reminded her that she didn't have to eat the ribbon unless she wanted to. She agreed with me, but I could see that her first ardor had cooled down somewhat.

I watched her as she removed the lid. This time her expression actually dropped. For that matter, I guess mine did, too. If it had been anyone but my own wife I am afraid I would have been highly embarrassed. If it wasn't the cheapest looking thing you ever saw—and me, paying a dollar and a quarter for it out of my hard-earned jack! I had fully expected her to have to dig down through a couple of layers of fancy padding, dressed up laces and other fluff before actually meet-

IF WE REMOVE THE WRAP



"Protective Cushioning" is the primary object of the bon bon cup. Thus doubly it serves the ends of beauty—by its own attractiveness and by preventing the candy itself from becoming crushed, scratched or lustreless.

ing the contents face to face. But no—a liner of "lunch paper" and there they were, nestling serenely between their newsboard partitions in an unlined newsboard box that made the whole business look like 50 cents. No style; no "class"; nothing at all individual about it—just a box of candy—nude, naked and unashamed.

I don't know how the candy tasted after that. It might have been \$2.00 quality, but so far as I was concerned, it was already a "flop". The wife "sawed wood," took one piece and went out into the kitchen and began wiping the dishes. Now, I ask you, is that any way for a candy manufacturer to treat a guy's best girl—even if it does happen to be his wife?

Shattering a Delightful Illusion

Somewhere this episode is being enacted every day in the life of some husband and wife, some boy and his sweetheart, leaving a trail of outraged consumers in its wake. It depicts the powerful psychological reaction which sets in against a manufacturer's brand after it is discovered that the beauty of the package is only "skin deep." Those who

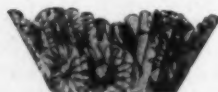
feed the fires of anticipation with a flashy exterior must doubly guard against the let-down in its findings which shatters the illusion and makes even the best candy seem poor indeed.

Imagination inspired the sale, quickened the pulse and whetted the appetite—definite, motivating forces in the sale and consumption of candy. Why, spoil the illusion with some detail which grates harshly on the consumer's consciousness and in doing so diminishes the enjoyment and satisfaction which may be gotten out of the purchase? That music, laughter and pleasant conversation at mealtime are tangible aids to digestion may be readily demonstrated. Pleasant aromas from the kitchen, or a garnish here and there do likewise. Don't you suppose the garnishing of a candy package is an equally potent factor, *physiologically*? Isn't it logical to assume that the same imagination that

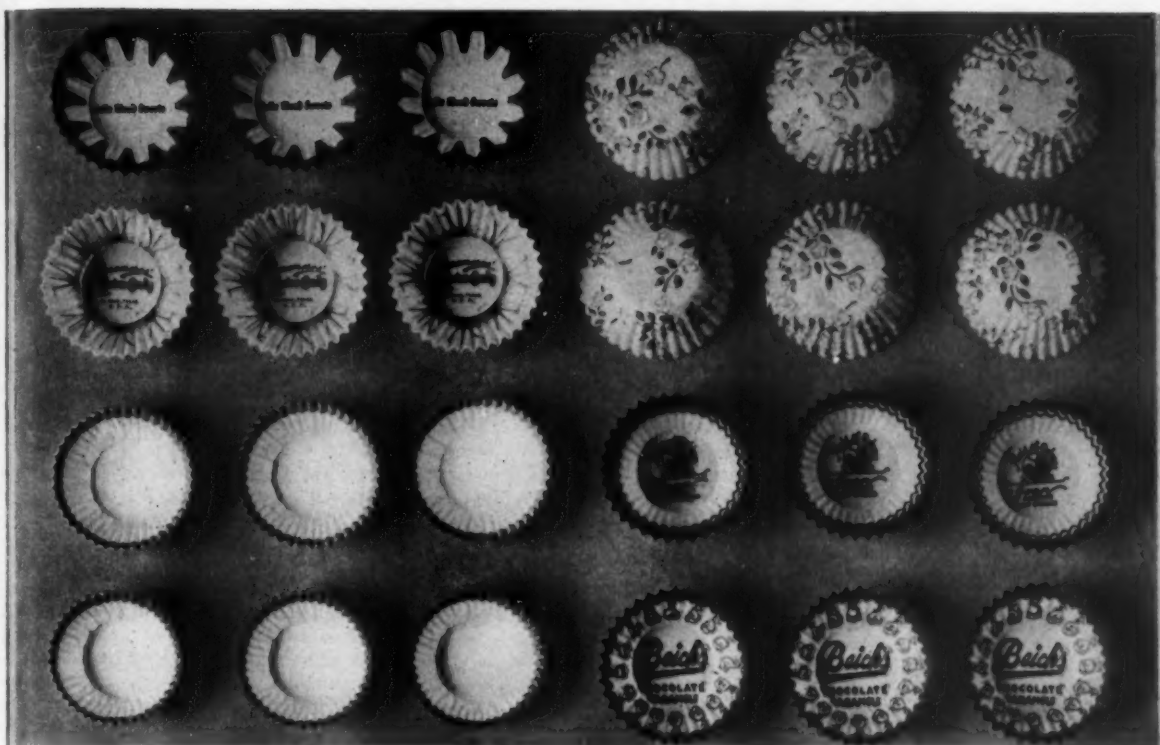
forced the sale will respond to the package findings and thus influence to a large extent the appreciation of the confection itself?

For a time it looked as though the confectionery manufacturer assigned too little importance to this psychology. Nevertheless, the "flash" container—that intriguing product which possesses an instantaneous eye appeal and "peters out" the instant the cover is removed—is gradually being superseded by sounder packaging policies. In its stead we find the "balanced" package—one which carries out a single note or theme from cover to contents.

In such a package the effect is achieved by a judicious assembling of harmonious elements—each element (whether it be a ribbon, a divider or a bonbon cup) being selected for its part in a definite, prearranged scheme. If, for example, the cover of such a package is designed to convey an impression of elegance and luxury, the inner findings are treated in a similar vein. If the mood desired is one of simplicity and refinement, these attributes are carried throughout and



Scalloped Edge



Bon bon cups BELONG. They combine beauty with utility. Scalloped, star point or serrated edges offer topographical diversity; solid contrasting colors challenge and attract; flowered patterns of milder mood suggest the intimacy of dainty feminine attire.

Illustration Material Courtesy Oldmill Paper Products Corp.

not merely limited to the cover design. Should it be necessary to favor either the inside or the outside of the package in the matter of packaging expense, there is probably less logic in slighting the inside, since in the majority of instances the final impression on the customer is registered by the appearance of the box with the cover removed. It largely determines his mental attitude toward the candy, and as we have previously pointed out, certainly influences his capacity to enjoy it.

Individuality Made Possible with Findings

It is here, too, that a little individuality goes a long way in establishing the prestige of a package for its manufacturers. Trifling touches added at this point leave a lasting impression on the mind's eye of the consumer—an impression which may usually be gained with a maximum of economy. It is a matter of thoughtfulness and careful planning rather than expense. One's present findings may be expensive enough, but if they are not subtle, artistic

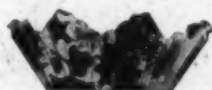
and intriguing, they are not apt to loosen the customer's purse-strings on the return engagement.

If a definite color scheme is part of the plan (and in the intelligently assembled package it will certainly be a most important part), colored Cellophane liners afford an interesting deviation from the ordinary colorless liner we have heretofore been accustomed to. The use of colored padding has also been introduced with results both pleasing and artistic. Dividers, too, have readily responded to simple beauty treatments, and been transformed into accessories which really enhance the packages they adorn. This result may be accomplished by coloring the edges, or by trimming the edges with fancy colored papers or colored foils. The latter is particularly effective, especially where several choice pieces of the candy in the

assortment are wrapped in the same foil.

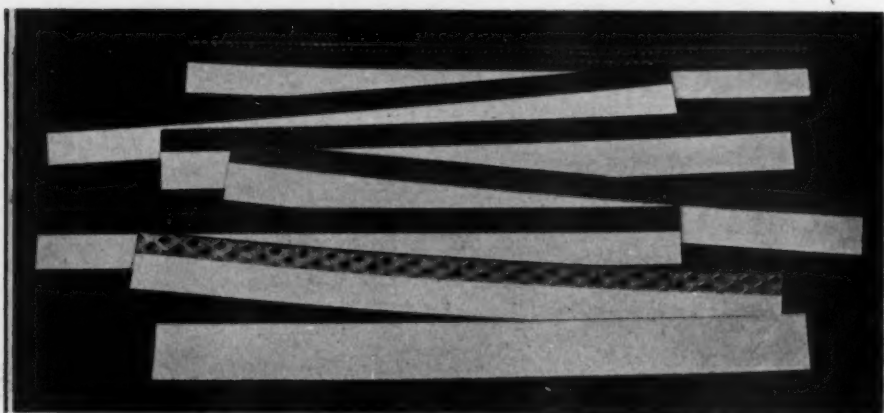
Individually wrapping strategically-located pieces is a method which can be employed to advantage to direct the eye to the more delectable numbers in the assortment. Advantage is taken of this simple strategy in feminine beauty culture, the charmer placing a beauty spot adjacent to her most alluring feature. Both fancy foil and plain and colored Cellophane have served equally well as "beauty spots" in confectionery assortments.

However, instead of wrapping specific pieces for definite assortments, manufacturers occasionally wrap large quantities of one or two numbers in advance, repeating these numbers throughout their entire line. This cut and dried procedure is apt to disturb the appearance of some of the more subdued assortments unless taste and discrimination have been exercised in planning the original layout. Generally speaking, it is better to wrap smaller quantities at a time, letting the color scheme of the package determine the nature of the wrap for the individual piece.



Star Point

IF WE REMOVE THE WRAP



Edging the divider with colored foil and fancy designed papers is like papering the stark, plaster-white walls of a room. Each divider section becomes a separate room wherein the contents are set off to maximum advantage.

Illustration Material Courtesy Rapid Cutting Co.

More harmonious and pleasing effects are made possible in this manner.

Reviving the Bonbon Cup

The use of bonbon cups in packaging candies seems to have fallen off somewhat. Where it has been necessary to effect economies, this accessory has usually been the one to suffer. Yet to us the bonbon cup offers many possibilities for injecting individuality into the assortment. Picture for a moment the refreshing airiness of a summer package in which bonbon cups with pastel-tinted edges have been used. Or an assortment rampant with color, suggestive of gaiety and cheerfulness—the feature note being supplied by bonbon cups cut from multi-colored papers of pleasing design and harmonious blend. Or, again, cups which definitely tie in with the package wrap. So numerous are the possibilities for the skillful use of cups in package artistry that it seems regrettable

that this one item should so frequently be sacrificed to make way for more costly outer adornments.

Going from extreme luxuriousness in findings on the one hand to shoddy package construction on the other is a practice which cannot be too sharply avoided. There is, or at least there should be, a vast difference between a shoe box and a candy box. Yet there are boxes on the market today—boxes which, as a matter of fact, contain really fine candies but which are distinguishable from shoe boxes in only two respects—size and cover design. Structurally, they are the same—plain newsboard inside; corners unstayed; gray, finger-marked, odorous and fragile-looking—but you know the kind. Wherever the package is to command a fair price and is intended to satisfy a class of trade whose aesthetic sensibilities are easily offended, discard news- and chipboard for a good quality of book-lined board. Certainly no

manufacturer who ever saw chipboard made would ever want to see a high-class food product packaged in it.

Why We Get Shoe-Boxes

The candy manufacturer is not entirely to blame for this let-down in the quality of materials and workmanship employed in paper box construction. Competition in the paper box business is exceedingly keen and the methods resorted to in order to get business under these conditions even keener. The manufacturer asks for bids and the box manufacturer who has already been figuring very close on his quotations, fearing that he may lose the business, underbids his competitors. In this way he clinches the order, but when he comes to check over his costs he finds that to make a profit he has to take it out of the quality of the materials used. The resulting package delivered to the

In ribboning, the new era of synthetic fabrics presents a real rival to the more expensive satin. For lustre, sprightliness and general tying qualities, the artificial silk leaves little to be desired.



Illustration Material Courtesy Wright & Graham Co.

THE MANUFACTURING CONFECTIONER

Colored foils enhance the adventure of selecting favored morsels by "spotting" a few of the more delectable numbers.



That the better class of candy packages will receive protective outside cartoning is, of course, taken for granted. As a protective medium, to keep the package itself clean and attractive looking, to provide further insulation for the con-

candy manufacturer is slightly inferior to the original, the deviation often being so slight as to be hardly noticeable. After a period, this second supply of boxes is depleted and the manufacturer again calls for bids, this time distributing to the bidders samples of the inferior box (usually the only one available for samples) as specimens of the quality of material and workmanship to be matched.

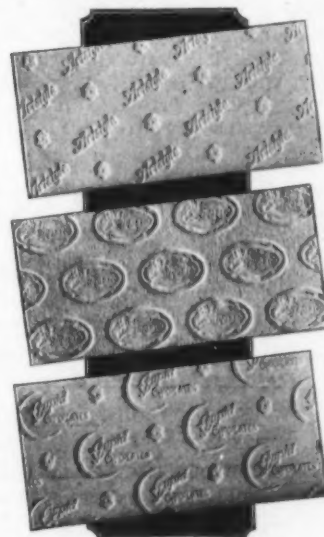
The vicious cycle again ensues, this time resulting in a still further impoverishment of the package quality. Being inferior to the second delivery, which was, in turn in-

ferior to the first, the gradual debasement of quality has begun to be discernible, yet no delivery has been sufficiently below that of its predecessor to warrant an outright rejection. Some of the most widely advertised candies in the country are now appearing in clothes that do little credit to the high quality of the confections themselves. Emanating from so fine a source, they are undoubtedly a result of this condition.

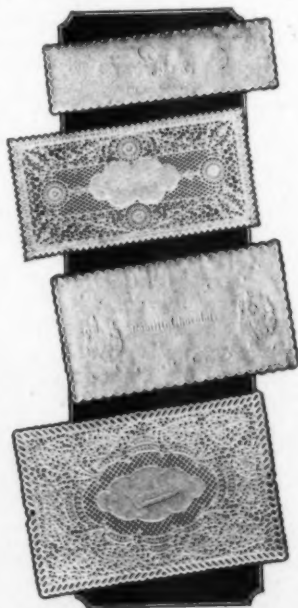
Need of a Standard Box Specification

The candy manufacturer can put a stop to this steady degeneration of package quality by setting up a standard or specification upon which to base all future quotations. Only in this way can a uniformly good package be assured.

So far we have discussed only the interior of the package. Outside, a good artificial satin-weave ribbon is better than an inferior quality silk and cotton tie. It has better body, more lustre, ties better and costs appreciably less. Here is one instance where cutting down the cost results in an improved appearance. Nothing is sacrificed by the substitution, whereas much is gained through its use.



Art and utility are again combined in the cushioning mat which takes up the "play" or slack between the box cover and candies of irregular heights—preventing them from turning over and becoming scratched and unsightly. Handsomely embossed designs make their prosaic purpose less obtrusive, without diminishing their effectiveness.*



Lace mats are a symbol of welcome at the threshold of the assortment—beckoning the customer to enter and partake of the package's hospitality.*



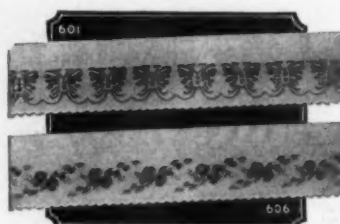
*Illustrations Courtesy American Lace Paper Co.

tents and to prevent the sides of the box from crushing stresses, the desirability of an outside carton is unquestioned, and no manufacturer with any regard for the condition in which his candy arrives in the hands of the ultimate consumer will neglect this requisite of good packaging.

Modernism Here to Stay

On the whole, it is evident that that the confectionery industry has been somewhat slow to take advantage of the possibilities offered by the present trend toward modern art; possibly because they have regarded it more in the light of a passing fad. Two years ago this attitude might have been justified; today, with evidence of its application on every hand, to a point

*Illustrations Courtesy American Lace Paper Co.



Put in every other finding but omit laces and the customer senses that something is lacking. The package is not "finished." Laces have a utilitarian purpose, too—to help hold mat and contents in place. Laces may be had in colored and embossed design to harmonize with the chosen package theme.*

where it is influencing even our architecture, we have every reason to believe that we are on the outskirts of a new era in decorative art. In its soberer form, with its simplicity and subdued shadings, its graceful proportions and constant repetition of verticals, it more nearly approaches early Greek art than anything before or since. In its more radical forms, precedent is thrown to the winds—the sky is its limit. Either phase lends itself to display and the progressive confectioner should quickly avail himself of its possibilities by consulting recognized art authorities. Judicious expenditures in preparing new lines to meet this condition will not be wasted. Modernism is not merely a week-end sojourner in our midst!

ASK ME!

How good are YOU at answering the questions every good candy man should know?

1. What are the names of the five commercial grades of shelled California almonds?
2. What is the most fertile cocoanut growing spot in the world?
3. What product of confectionery manufacture is known as a "super cooled solution"?
4. How much tin does a candy tin contain?
5. What familiar packaging material may be produced from agricultural waste such as corn stalks, etc.?
6. What new use has been found for cashew nut oil in the packaging field?
7. What is the difference between centrifugal and "open kettle" molasses?
8. Since invert sugar is produced from ordinary sugar, why is it sweeter than ordinary sugar?
9. What widely used candy "doctor" contains a substantial percentage of maltose (malt sugar)?
10. What packaging material is measured in French "lignes"?

Answers to August Questions



1. What are the names of the five commercial grades of shelled California almonds?

Ans. Nonpareil, IXL, Seedling, Drake and NePlus.

2. What is the most fertile cocoanut growing spot in the world?

Ans. Luzon, in the Philippine Islands.

3. What product of confectionery

manufacture is known as a "super cooled solution"?

Ans. Hard candy.

4. How much tin does a candy tin contain?

Ans. About 2 per cent, the rest being iron.

5. What familiar packaging material may be produced from agricultural waste such as corn stalks, etc.?

Ans. Cellophane and similar cellulose acetate products.

6. What new use has been found for cashew nut oil in the packaging field?

Ans. Making oil-treated papers for cap liners, etc.

7. What is the difference between centrifugal and "open kettle" molasses?

Ans. The finest open kettle molasses is that produced by evaporating the juice of the sugar cane without removing any of the sugar and without the use of sulphur. Centrifugal molasses is the residual product of successive boilings remaining after a portion of the sugar crystals has been removed.

8. Since invert sugar is produced from ordinary sugar, why is it sweeter than ordinary sugar?

Ans. All sugars vary in degree or strength of sweetness, when ordinary sugar is broken down into invert sugar, two new sugars are formed. The average sweetness of these two sugars is greater than the sweetness of the sugar from which they were originally derived. Thus with ordinary sugar (sucrose) rated at 100, the break-down sugars, levulose and dextrose, would be rated at 175 and 75 respectively. The average of these two ($175 + 75 \div 2$) equals 125, or 25 per cent sweeter than sucrose.

9. What widely used candy "doctor" contains a substantial percentage of maltose (malt sugar)?

Ans. Corn syrup.

10. What packaging material is measured in French "lignes"?

Ans. The width of ribbons is designated in terms of "lignes," viz.: No. 5 ribbon is 5 lignes wide.

RECENT ECONOMIC CHANGES AND THE CANDY INDUSTRY

Two volumes of outstanding interest to students of economics in the confectionery industry

AS AN outgrowth of the President's conference on unemployment conducted in 1921, a committee was selected to carry out a national survey of the economic factors underlying industrial stability in this country and to promulgate their findings with a view to diminishing unemployment by increasing the general understanding of the conditions which bring about unemployment. The report of this committee, of which President Hoover was originally chairman, has just been published in two volumes under the title "Recent Economic Changes in the United States." It covers a wide range of subjects—"Consumption and the Standard of Living," "Industry," "Construction," "Transportation," "Marketing," "Labor," "Management," "Agriculture," "Price Movements," "Money and Credit and Their Effect on Business," "Foreign Markets and Foreign Credits," and concludes with a chapter on "The National Income and Its Distribution." Complete, easily comprehensible, and stimulating throughout, these reports should prove a source of real encouragement to all members of the confectionery industry, particularly those who are at all doubtful of its future.

In the chapter "Consumption and the Standard of Living" it is pointed out that sugar consumption tends to increase materially during periods of prosperity and that the per capita consumption of this one item, all-important so far as the confectioner is concerned, has increased from 50.96 pounds per annum in 1888 to 110.16 pounds per annum in 1928. This coincidence, and the fact that America is basic-

ally optimistic, possessed of inherent energy, ingenuity and enthusiasm, and does not long tarry under the pall of depression, are fairly definite indicators of what might reasonably be expected of the candy industry in the future. However, in order to make best use of its natural advantages, it will be necessary for the managerial forces of the industry to exercise greater vision and foresight and to apply more up-to-date methods of control.

The chapter, "Management," describes current approved practices in the fields of organization, planning and budgeting, purchasing, production, maintenance and merchandising. Management today is becoming more and more an art requiring understanding adaptability and finesse rather than a domineering power or authority based on ownership. The organization failing to recognize and to respond to this changing trend will eventually find itself unfitted to survive a period demanding special aptitude and training.

It is becoming more obvious every year that an industry's progress and prosperity are dependent upon freer interchange of ideas and closer cooperation among its members. An army divided cannot long withstand concerted action on the part of its enemy. An industry whose individual members fail to recognize a common goal is similar-

ly weakened. Prosperity in this country can be largely attributed to this general willingness on the part of related groups to share experiences and to profit mutually by them. An encouraging sign is that the confectionery industry has begun to recognize this fact.

Some concentrated study of the chapter on "Marketing" might profitably be indulged in by the confectioner. Perhaps no avenue offers greater possibilities for effecting substantial economies than the application of more scientific methods of distribution. Also, the uncovering of new markets and the extension of old ones is in many cases only a matter of digging below the surface and extending one's investigations beyond the obvious. Untouched lodes of virgin gold await those inclined to exercise a trifle more than average perception in this direction.

Advertising, of course, comes in for its share of favorable comment for without it any plan having a view to expanding markets is necessarily limited. It is interesting to note that the magazine advertising of certain candy and gum manufacturers increased from approximately \$600,000 in 1921 to over \$2,150,000 in 1927. The increase for this candy group was proportionately greater than that of four other related food groups over the same period of time. This is indicative of the progressive attitude of many of those connected with the industry.

Taken as a whole these reports represent an exhaustive study of present-day business conditions and students of economics in the confectionery industry will take keen satisfaction in possessing two such enlightening volumes.





MASTER SPECIFICATIONS



The Specificational Status of the Paper Box

By A. ADAMS LUND
(Purchasing Agent & Technical Consultant)
Editor,
The Manufacturing Confectioner

ELSEWHERE in this issue the statement is made that the poor quality of paper boxes encountered in otherwise first class lines of candy is a result of the prevalent method of accepting bids on samples taken from successively debased deliveries; that the box manufacturer, by force of exceedingly keen competition, takes the order first to keep his plant running and worries about how he is going to come out, afterwards. His deviation from the sample bid upon is undoubtedly too slight to warrant an outright rejection, but the cumulative effect of successive corner-cutting inevitably leads to a visible impoverishment of the package quality.

As alternates to taking bids on samples selected at random from current deliveries, two methods have been suggested:

1. To preserve type samples from the original, approved delivery—always matching subsequent deliveries against these originals instead of against samples taken from current deliveries.

2. To adopt a standard specification on each box for the guidance of bidders and as a basis for acceptance or rejection of all deliveries.

Several of the largest buyers of candy boxes in the country have been using the specification method successfully for a number of years.

Samples from current deliveries are given to the bidders for the purpose of visualization only; the box-maker is given to understand that the written specifications on the order take precedence over the specifications of the sample. A sample or two from the original delivery is also retained in the buyer's sample "morgue" for the purpose of helping both himself and other members of his own organization to visualize the "intent" of the specification.

A considerable amount of analytical work is entailed on the part of the individual buyer in devising an acceptable specification for each of the numerous boxes which are apt to make up his line. Once worked out, however, such a set of detail "specs" will be found to spare him no end of time and headaches—there being no room for disagreement in his subsequent contacts either with his box manufacturers or with the people in his own manufacturing and sales departments who see in each succeeding box delivery a material deviation from the package which they have built up for themselves in their mind's eye. The way of the specification buyer is hard, but the way of the sample buyer is harder.

Unlike the raw material whose

quality may be succinctly defined for an entire industry, the specifications of each box buyer's line must be worked out separately, nevertheless, the skeleton

or outline of the standard paper box specification may be very much the same for all boxes in all lines. Which is the reason for this discussion.

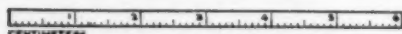


Wouldn't you, as a buyer of paper boxes, find such an outline of considerable value in focusing your attention on the points to be covered in your individual specifications? Wouldn't you like to hear the experience of others in working out their box specifications—and to use their experiences as a guide to preparing a set of "specs" for your own line?

Wouldn't it please you if you could have done once and for all with all the petty quarreling and bickering which comes up constantly between yourself and the boxmaker and between yourself and various members of your own company every time a box comes up for discussion? Wouldn't it be a God-send to be able to get up a set of specifications on your boxes which everybody from superintendent to sales manager could o. k. just once and then be "bound over to keep the peace" forever after?

In our humble judgment, and speaking as one who has been a buyer himself for the past fifteen years, such a condition would be a millennium to the majority of paper





box buyers in the candy industry. Working on this assumption, we have prepared a tentative "skeleton" or outline for the individual box buyer to hang his detail specifications onto. You would never be able to hand this to a box manufacturer and get a paper box delivered to you of course. It is not that kind of a specification. But it gives you something to hang things on. It reminds you of a dozen little details, any one of which may develop an unexpected importance, and which, because of the complex nature of paper boxes, you might perchance have overlooked in giving out your very next order.

So read it over carefully. We know it is probably not complete. That we have probably overlooked a number of mighty important details. But it is a starting point and that's something. Let's put our heads together and make this a real master specification!



Why Boxmakers Go Gray

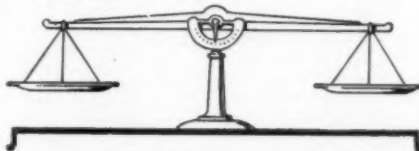
Typical of the sort of specification usually received by box makers from their candy manufacturer clients is this order for "stock boxes" recently issued to a box manufacturer in an Eastern city

MASTER SPECIFICATIONS

(the name of the box being fictitious):

50,000 Chevy Chase stock boxes
8 3/4"x4 1/2"x1 7/8" with slip cover and flanged bottom. We to furnish laces and wraps.

The buyer who made out this order has achieved an unenviable distinction in the trade. He is known as a chronic kicker. Constantly in hot water with somebody or other. Compare his specification with the revised order in the column opposite and see if the reason doesn't strike you as being perfectly obvious.



A Buyers' Forum

This is the first of the series of Master Specifications announced to our readers some months ago. It is intended that this series shall eventually cover the entire field of raw material and packing material purchasing. We invite informal discussion both from confectionery manufacturers and from interested supply trades.

We are not attempting to do the impossible. Without your help and

the co-operation of the supply trades whose products are involved, we cannot hope to make this work of any tangible or lasting benefit to the confectionery industry. There is need of a common language between buyers and sellers of confectionery materials. The foundation of any language is the clearness of its definitions. . . .



It's Really Very Simple

Below is a revised specification covering the order which appears in the column opposite. Although a compromise between the faulty box order shown therein and the somewhat lengthy Master Specification appearing at the bottom of the page, it nevertheless contains every detail necessary to an intelligent interpretation of the buyer's requirements:

50M "Chevy Chase" cardboard boxes.

Size, 8 3/4"x4 1/2"x1 7/8"—3/4" bottom extension. Cover—full telescope; loose wrapped. Board—book lined; corners stayed; 2 laces. We furnish wraps and laces.

Submit sample for final approval.

With a little care, it's easy to avoid trouble, isn't it?

Master Specification No. 1:

The box:

Type—set up; folding; etc.

Shape—round, square, rectangular, etc., where not clearly indicated by dimensions.

Dimensions (inside)—length x width x depth; diameter x depth; etc.

Extension?—Size of extension. Top and bottom or bottom only?

Shoulder? Depth of shoulder.

Cover:

Type—slip; telescope; etc.

Depth of cover—depth in inches; full telescope, etc.

How wrapped—loose wrapped; tight wrapped; etc.

Padded top?—No. of ply?

Wrap:

Size—

By whom furnished—

Accuracy of Register; care of embossing, etc.

Construction of box:

Board—kind (chip—news—book—etc.), weight.

Lining—inside and outside, or outside only; grade and color of liner.

How made—hand or machine?

Corners stayed?

Other structural details—Gluing; care in scoring, Special type of construction, etc. (All board must be thoroughly cured and free from objectionable odor.)

Findings:

Dividers—design or layout—kind of board—plain or trimmed edges—by whom furnished.

Laces—Number of laces—width—by whom furnished.

Trays?—false bottoms?—collars?

Other findings—strings on folding boxes; false ribbons, ties, etc.

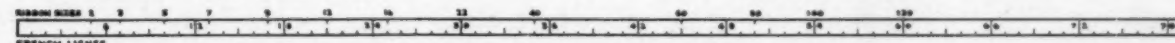
Outside Cartons:

Size—

Board—weight of board—stays. Wrapped or unwrapped.

General:

Details of assembling; tolerance for over-run or under-run; general requirements regarding cleanness of boxes; quality of workmanship; credits for soiled goods; sanitary conditions of manufacture; special printing inside of cover, etc., etc.

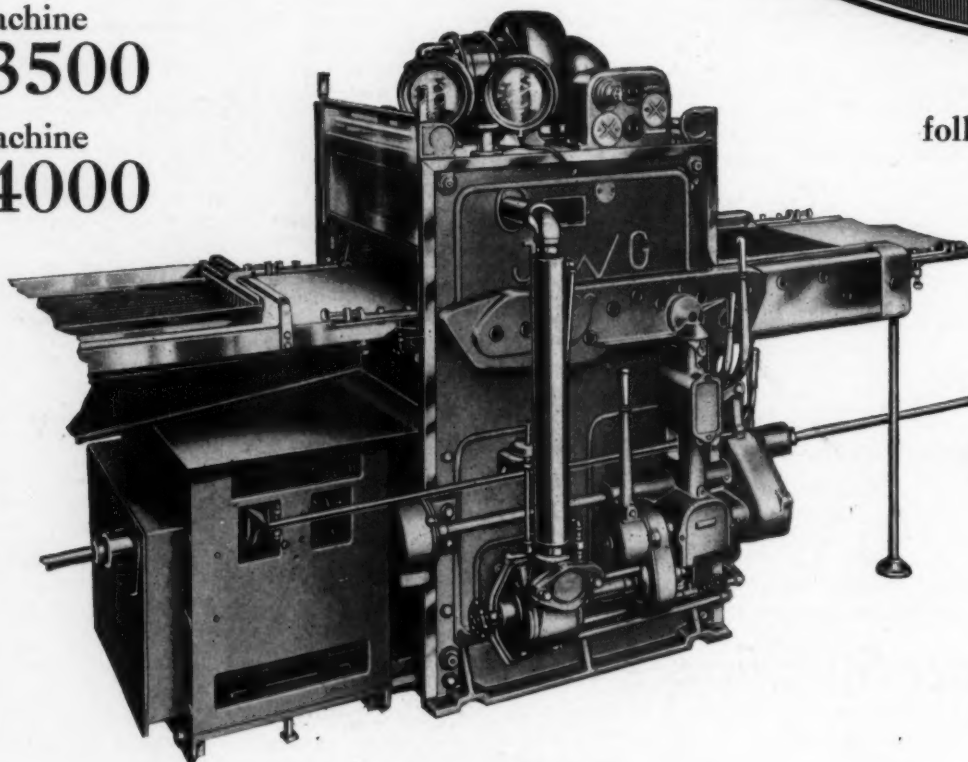


THE GREER STANDARD COATER



24" Machine
\$3500

32" Machine
\$4000



Made in
following sizes:
16", 24"
and 32"

M
follow
100
500
2000

Greer Chocolate Machinery

Ensures
Greater Profits

*Why not investigate?
may save you thousands
of dollars.*

The advent of the Greer Chocolate Coating machines seven years ago marked the first real improvement that had been made in coating machines for many years.

Constant improvement is the only way by which the modern manufacturer can keep his machines up to your needs. We realize this fact and are constantly striving to improve our machines. We do not wait until forced by competition to make improvements. We are always far ahead of competition. Greer Coaters have always been and are now the proven superiors to all other coating machines.

Greer machinery is sold on its own merits—not by salesmanship alone. All we ask is the opportunity to demonstrate in your own plant the wonderful results which can be obtained on Greer Machines. Please let us know if we can be of service.

J. W. GREER CO.

Manufacturers of Confectionery
Machinery that Pays Dividends

119-137 Windsor Street

CAM





THE GREER MELTING KETTLE

Made in
following sizes:
100 lb., 300 lb.,
500 lb., 1000 lb.,
2000 lb., 5000 lb.

Motor
or
Belt Drive

Chocolate
Machinery
Increases
Profits
Investigate? It
Saves thousands
of dollars.



The Outside
surface is ma-
chined—NOT
painted—The
older the kettle
becomes the
better it looks.
There is no
paint to blister
and peel off
leaving rough
and bare spots
where dirt can
collect.

Zerk system of
oiling used.

When the Greer Line of Kettles were placed upon the market over four years ago they met with instant success. They simply sold themselves—there was no need to point out their many points of superiority to other Kettles. These points were immediately noticed and appreciated by the candy manufacturer.

All Bearings are removable and are positively and easily oiled.

GREER COMPANY

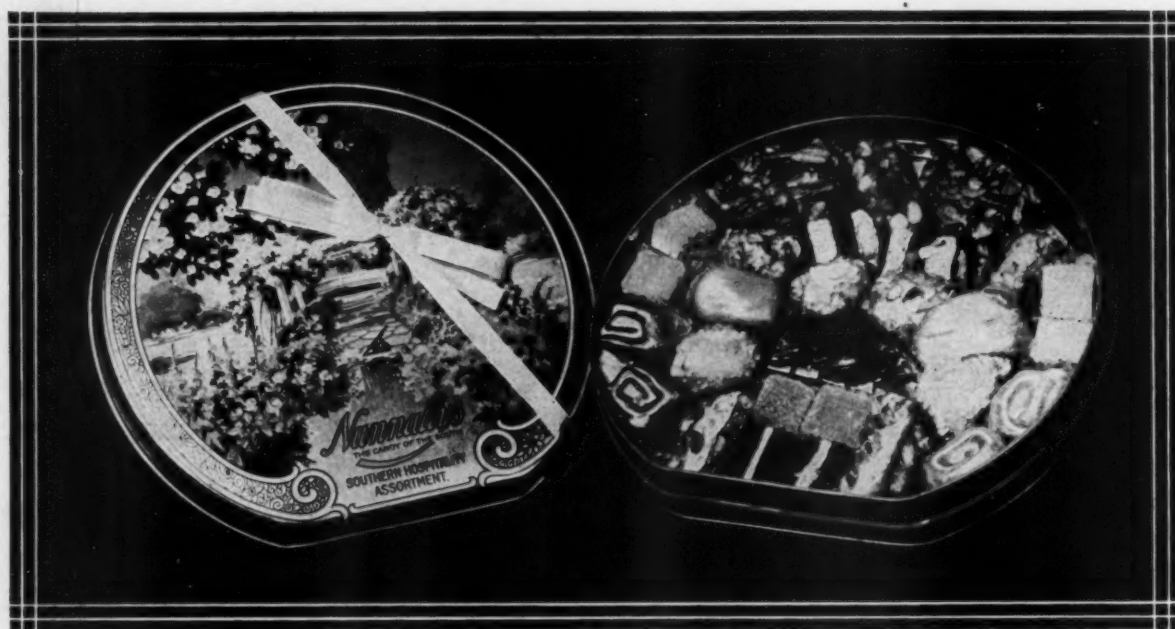
For Confectioners'
That Pays Dividends

CAMBRIDGE, MASS.

Large water jacket ensures even heating or cooling.
Opening in base is large enough to permit removal
of gears.

Efficient Agitators thoroughly mix chocolate.





Plan Now for Next Year's Summer Package

The Clinic Superintendent makes a plea for summer goods which are cooling and refreshing

BY ERIC LEHMAN

DO your trade forget their candy departments during the summer months? Why do you let them do it when it is possible to prove to them that there is far more profit to handling a few good summer numbers of candy and less work than in handling a fair-sized ice cream business?

Why not start now to plan a summer package for next summer?

It is obvious that many of the largest package goods houses have not yet got around to making a so-called "Summer box." They keep on pushing winter goods month after month without stopping to realize that what the candy-buying public is really looking for is something cooling and refreshing. They don't care whether it is easier for you to make winter goods or not. After

all, is there anything particularly refreshing about the average chocolate-covered assortment on a hot summer's day? A nice crystallized peppermint or fruit-flavored piece is deliciously easy to eat. The fingers do not get all covered up with chocolate or get sticky. I wonder if you, too, don't look for something cooling and appetizing when the hot, stuffy days come around?

One small house that I know of put out a summer package for the first time this year. It is a mighty fine-looking box with all the elements that go to making this class of goods psychologically tempting and "easy" to eat. In less than a month, this firm had orders for 7,000 of these packages at \$1.00 a box. I have no doubt but that this box will have run into substantial tonnage before the summer is over.

Cheap to Make, Easy to Put Up

The summer box is not only easier to put up, but a larger profit can be made on a box of this kind than on a box of chocolates at the same price. You might think that the number of candies which present a distinctly summer appeal are few and difficult to make. As a matter of fact, the opportunities for unusual variety are nowhere greater. Some of you will criticize this statement and say that what candies there are are of the more perishable varieties which are out of the question for a wholesale house. Yet, some of the wholesalers are doing it.

The box itself is cheap compared to the regular run of boxes used for chocolate goods at \$1.00 a pound. A plain white box with a seasonable picture top, nothing too gaudy, perhaps a water scene, a beach

scene, or a boating scene will do to convey the psychological effect of summeriness. A plain ¼-in. green or white ribbon will help, although, strictly speaking, none is necessary.

For the candies themselves, suppose we start to build the assortment with a few crystal gums, crystal creams, such as wafers or leaves, then a few chewey taffies and a nougat or two. Next, some sugared hard candy, a few jelly marshmallow pieces, Jordan almonds, cordials, a few spiced strings or drops, sugar mints, and last but not least, some good old-fashioned genuine licorice numbers either hard or soft—licorice caramels, licorice Turkish paste, licorice taffies, licorice gum drops, patties, etc.

The packing of the summer box is best done in sections, as they pack better and are fairly certain to arrive in good condition.

As to the flavors used in summer candies, it is a good plan to use only those which further the impression of coolness and do not "fill up" the eater after the first piece or two. Oil of peppermint is one of the old standbys, of course.

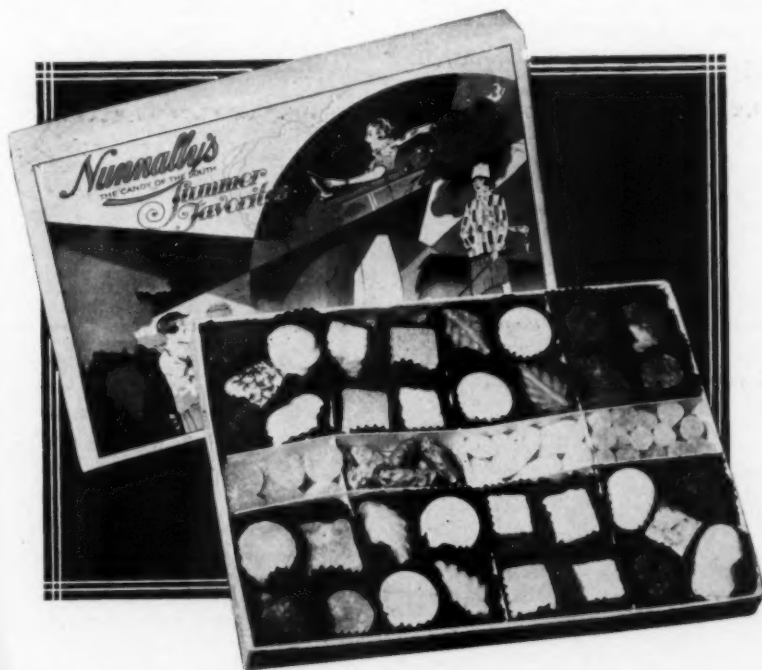
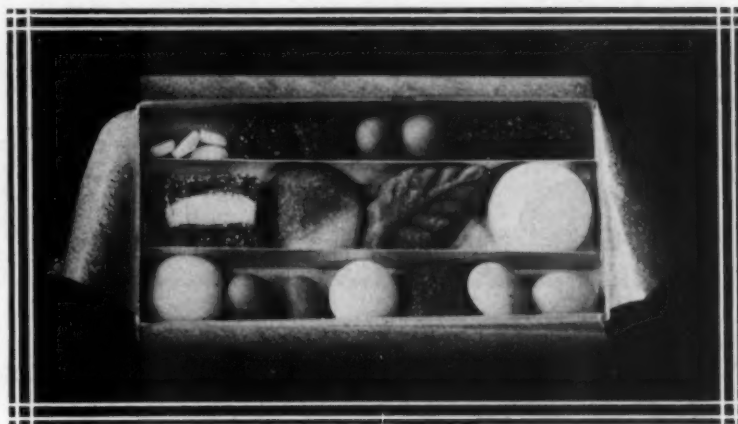
But when you buy peppermint get the best that can be bought, as these candies have nothing else to help them along such as chocolate, nuts, etc. Lemon, orange, spearmint, lime, raspberry and wintergreen, in fact any good fruit flavor goes well with summer assortments. On the other hand, flavors like vanilla, rose and pistachio are apt to be "heavy" tasting and do not seem to go particularly well with this class of goods.

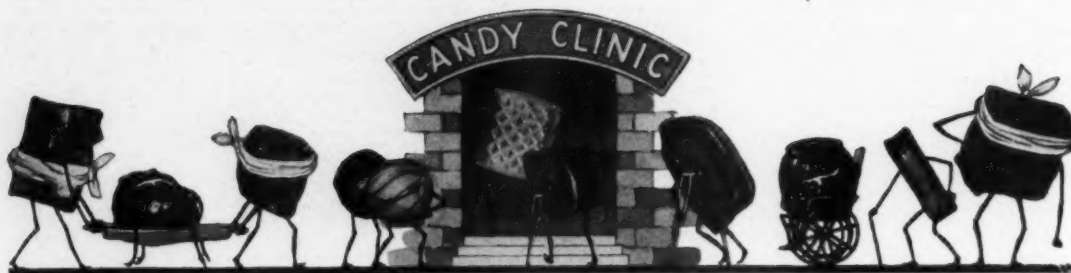
Summer—a Season of Lost Opportunities

To the casual observer in the retail candy markets, it is plain that for most candy manufacturers summer is a season of lost opportunities. I am speaking now principally of the package goods houses.

In my quest for summer goods I visited the largest drug stores and high grade candy stores; also two large railroad terminals. About all I could find were chocolates. It looks to be as though most of the large wholesale houses are "passing up" their best sales getter for the summer months. I am sure that you can show a large increase in summer candy business if you go after this business as you do holiday business.

The bar manufacturers, on the other hand, are doing their best to keep these up to date. What one sees being pushed now in the places which sell "nickel sellers" are toasted marshmallows, gum drops, jelly marshmallow bars, crystallized mints, sugared hard candy, lemon and orange slices, etc. Now, if the bar houses put out this class of goods for the summer months, they evidently know from experience that it is what the public wants. The chains found it out on the package goods end some years ago. So be prepared next summer to get out some summer candies in half or one-pound boxes and see what happens to your sales with these added business getters.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is pocket packages; next month it will be cream and cordial goods. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Pocket Packages

Code 9a 29

Chocolate Covered Peppermints; 8 ozs.—50c

(Manufactured in New York City and Chicago.)

(Purchased in a chain drug store, New York City.)

General Appearance of Package: Fair.
Glassine wrapper used.

Box: White; name in gold; seals on ends and bottom.

Appearance on Opening: Each piece individually wrapped in waxed paper.

Chocolate Coating: Bittersweet.

Gloss: Good.

Color: Good.

Taste: Good.

Center:

Fondant: Good.

Flavor: Fair.

Number of Pieces in Package: Twelve.

Remarks: At the price this box sells for, a better quality of flavoring material might have been used.

Code 9b 29

Pitted Chocolate Dates; 10c

(No weight printed on box—watch your step!)

(Made in New York City.)

(Purchased at newsstand in New York City.)

General Appearance of Package: Good.

Box: White with gold band; name in red and gold; two seals on ends.

Appearance of Goods on Opening: Fair.

Chocolate Coating: Milk.

Color: Too light.

Taste: Fair.

Center: Dates; good.

Number of Pieces: Nine.

Remarks: This box of dates is a pleasing change from the ordinary run of pocket packages. However, it is a serious offense where the number of pieces or weight is not printed conspicuously on the box.

Code 9c 29

Chocolate Covered Peppermints; 4 ozs.—25c

(Made in New York City.)

(Purchased in manufacturer's own retail store, New York City.)

General Appearance of Package: Good.
White Cellophane wrapper with two red seals.

Box: Pink color; printing in gold.
Neat looking box.

Appearance of Goods on Opening: Each piece in separate glassine bag.

Chocolate Coating:

Gloss: Good.

Color: Good.

Taste: Good.

Center:

Fondant: Good.

Peppermint Flavor: Good.

Number of Pieces: Twelve.

Remarks: Putting each piece in a bag is an excellent idea. Goods were in perfect condition and made an attractive looking pocket package.

Code 9d 29

Chocolate Cream Peppermints; 2 ozs.—25c

(Made in Douglaston, N. Y.)

(Purchased in a chain drug store in New York City.)

General Appearance of Package: Good.

Box: White; printing in black. Tied with red ribbonzene.

Appearance of Goods on Opening: Good.

Chocolate:

Gloss: Very good.

Color: Good.

Taste: Very good.

Center:

Fondant: Colored light green. Not good; dry and hard.

Flavor: Good.

Number of Pieces: Fourteen.

Remarks: At 25c for only 2 ozs. of candy, a far better product can be turned out. We recommend that the center in particular be looked into.

Code 9e 29

Chocolate Peppermints; 2 3/8 ozs.— 10c

(Made in Philadelphia, Pa.)

(Purchased at a railroad depot in New York City.)

General Appearance of Package: Good.

Box: White; name and wrap illustrations in blue and black.

Appearance of Goods on Opening: Fair.

Chocolate Coating:

Gloss: Mostly gone.

Color: Good.

Taste: Fair.

Center:

Fondant: Good.

Flavor: Good.

Number of Pieces: Sixteen

Remarks: This is a good box of chocolate peppermints for 10c.

THE MANUFACTURING CONFECTIONER

Code 9f 29

Chocolate Caramels; 3 ozs.—25c

(Made in Boston, Mass.)

(Purchased in a retail candy store in New York City.)

Appearance of Package: Very neat; has excellent sales appeal.

Box: 5½ ins. by 3 ins. by ¾ in.; white Cellophane wrap. Box, white; printing in blue and gold; two seals on ends.

Appearance of Goods on Opening: Very good.

Chocolate Coating:

Gloss: Very good.

Color: Very good.

Taste: Good.

Center: Caramel; very good.

Number of Pieces: Eight.

Remarks: This is a very good box of chocolate-covered caramels, but a little high in price.

Code 9g 29

Cream Mints; 2½ ozs.—10c

(Made in Naugatuck, Conn.)

(Purchased in a retail candy store in New York City.)

General Appearance of Package: Good.

Box: Red lithographed tin; name in black and white on a gold base; excellent sales appeal.

Appearance of Goods on Opening: Good.

Mints: ½ in. square; made like a Newport Mint, but hard.

Peppermint Flavor: Flavor not strong enough.

Remarks: Suggest mints be packed in a wax bag before being put in tin; this will keep the air from the goods. The idea behind this package is good, but the goods themselves are not right.

Code 9h 29

Lemon Drops; 2 ozs.—10c

(Made in New York City.)

(Purchased in a retail candy store in New York City.)

General Appearance of Package: Good.

Box: Folding; blue, with name in yellow. A good looking box for this class of goods; one gold seal on end.

Appearance of Goods on Opening: Good. All pieces wrapped in wax paper.

Lemon Drops: Partly grained.

Color: Good.

Flavor: Very good.

Remarks: This is a good box of lemon drops, but price is a little high for quantity given.

Code 9i 29

Panned Almonds; 1½ ozs.—10c

(Made in Brooklyn, N. Y.)

(Purchased at a newsstand in New York City.)

General Appearance of Package: Good.

White, with name in gold; Cellophane window.

Almonds:

Colors: Fair; green and violet too deep.

Flavors: Hardly any could be tasted.

Sugar: About 4 to 1.

Panning: Good; no holes or cracks, and good finish.

Remarks: At 10c, we cannot complain about this package, but suggest that the colors and flavors be checked up.

Code 9j 29

Chocolate Covered Peppermints; 3½ ozs.—15c (18 Pieces)

(Made in New York City.)

(Purchased in a retail candy store in New York City.)

General Appearance of Package: Fair. Finger marks and fly spots all over box.

Box: White; printing in blue; two seals used on sides.

Appearance of Goods on Opening: Bad.

Chocolate Coating:

Gloss: None; all pieces very gray.

Taste: Fair.

Center:

Fondant: Good.

Flavor: Fair; peppermint oil not very good.

Remarks: Suggest glassine wrapper be used, as this box was in bad condition when purchased.

Code 9k 29

Chocolate Covered Peppermints; 2½ ozs.—10c

(Made in New York City.)

(Purchased in a retail candy store in New York City.)

General Appearance of Package: Very good; cream colored box; name printed in brown; very attractive.

Box Contained: 14 chocolate peppermints, packed two to a chocolate bonbon cup.

Center: Good.

Flavor: Good.

Coating: Good.

Remarks: This is a good box of chocolate peppermints for the price.



Code 9l 29

Orange Slices; 2 ozs.—5c

(Made in Chicago, Ill.)

(Purchased at a cigar counter in Chicago, Ill.)

General Appearance of Package: Good. White Cellophane used for wrapper; printed in blue.

Number of Pieces: Six.

Color: Good.

Texture: Good.

Flavor: Very faint.

Remarks: This is a very good piece of candy, only the flavor needs to be a trifle stronger.

Code 9m 29

Panned Licorice Chew; 1 1/4 ozs.—5c

(Made in Chicago, Ill.)

(Purchased in a cigar store in Chicago, Ill.)

General Appearance of Package: Good.

Box: Printed in yellow and blue; name in red.

Center of Chewey Licorice: Good.

Jacket: Panned sugar; good.

Size of Piece: Good.

Remarks: This box is quite different from the usual run of pocket package; the panned licorice center makes a good eating piece.

Code 9n 29

Uncoated Licorice Piece; 1 1/4 ozs.—5c

(Made in Brooklyn, N. Y.)

(Purchased in a cigar store in Chicago, Ill.)

General Appearance of Package: Good.

Box: With window; printed yellow and red; name in red.

Taste: Good.

Texture: Good.

Size of Piece: Good.

Remarks: This is an excellent eating piece of licorice candy.

Code 9o 29

Chocolate Dipped Caramels; 2 1/2 ozs.—10c

(Made in Chicago, Ill.)

(Purchased in a cigar store in Chicago, Ill.)

General Appearance of Package: Good.

Box: Printed in brown and yellow; name in white and brown.

Appearance of Goods on Opening: Good.

Caramel: Good.

Coating: Good for this price goods.

Number of Pieces: Ten.

Remarks: This is a good box of caramels at the price asked for it.

Code 9p 29

Butter Scotch Patties; 2 ozs.—10c

(Made in Chicago, Ill.)

(Purchased in a cigar store in Chicago, Ill.)

General Appearance of Package: Good.

Round Tin: Lithographed in orange; name in silver.

Appearance of Goods on Opening: Good.

Butterscotch Patties:

Color: Good.

Are You Dissatisfied With Your Pocket Packages?

—an occasional glance around you at what the other fellow is doing will broaden your perspective and help you to originate new ideas of your own.

—The Candy Clinic simplifies the task by searching the highways and byways of the candy mart for you. Alertness is the price of progress.

Size: Good.

Flavor: Faint taste of butter.

Texture: Good.

Remarks: This piece ate well, but lacked sufficient flavor to make it distinctive. Use more flavor and you will have a first rate piece of candy.

Code 9q 29

Milk Chocolate; 1 3/4 ozs.—10c

(Made in Fulton, N. Y.)

(Purchased in a railroad depot in New York City.)

General Appearance of Package: Good.

Box: Printed in yellow; name in red.

Box Contained: Ten chocolate tablets, each wrapped in foil and white wrapper.

Gloss: Good.

Taste: Very fine.

Remarks: This is a new way to sell chocolate tablets and, I think, a very good one.

Code 9r 29

Chocolate Covered Caramels; 4 ozs.—25c

(Made in New York City.)

(Purchased in a drug store in Boston, Mass.)

General Appearance of Package: Good. Light green wrapper; printing in gold. Cellophane wrap used.

Number of Pieces: Twelve.

Appearance of Goods on Opening: Fair.

Gloss: Partly gone.

Strokes: Good.

Taste of Chocolate: Fair.

Color: Good.

Dipping: Good.

Center:

Texture: Caramel, completely grained.

Taste: Good.

Remarks: The coating used on these caramels is not up to standard for goods of this class; the center also needs to be looked into. No reason for having a caramel grain.

Code 9s 29

Chocolate Covered Honeycomb Chips; 4 ozs.—25c

(Made in New York City.)

(Purchased in a drug store in Boston, Mass.)

General Appearance of Package: Good.

Box: Lavender; name in gold. Cellophane wrapper used. Size, 7 ins. by 2 ins. by 1 1/8 ins.

Number of Pieces: Twenty-three.

Appearance of Goods on Opening: Fair.

Gloss: Practically all.

Strokes: None.

Taste of Chocolate: Fair.

Color: Good.

Dipping: Fair.

Center:

Vanilla Sponge: Completely grained and tasteless.

Remarks: This box, at 25c, is not up to standard. The chocolate coating is too cheap for this class of goods. The center needs to be looked into.

Code 9t 29

Molasses Honeycomb Chocolate Dainties; 1 oz.—5c

(Made in New York City.)

(Purchased in a retail candy store in New Haven, Conn.)

General Appearance of Package: Good for this type of package.

Folding Box: Yellow colored; name in black.

Appearance of Goods on Opening: Fair.

Gloss: Completely gone.

Strokes: None.

Taste of Coating: Fair.

Color: Good.

Dipping: Good.

Number of Pieces: Nine.

Center: Molasses sponge which had started to grain. Sponge was very good, but flavor not strong enough.

Remarks: At the price, nothing can be said.

(Continued on page 71)

THE M. C. MAIL BOX

Questions addressed to the M. C. Mail Box will be answered in this section from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

Fumigating with CO₂

Editor:

The writer was very much interested in your article entitled, "There Go the Profits," by Sherman Woodrow, which was published in your August magazine.

I would like to learn your opinion as to the practicability of the following plan, which would be to clean almonds or other nuts and then pack them in air-tight tins, first putting several pounds

of Dry Ice in the bottom of the tin. The Dry Ice, which is solidified CO₂, would evaporate, releasing the gas CO₂, which the writer believes would kill any fresh moths that started to grow in the can. While this sounds pretty good in theory, it may not work at all, and possibly you and the writer of your article can advise us as to its workability.

(Signed) T. M.

Carbon dioxide (CO₂) is an inert gas incapable of destroying insect life except to the extent that its presence excludes oxygen which is necessary to life. The employment of carbon dioxide in the so-called Vitapack process for packing cashew nuts and other food materials must not be confused with fumigation. In Mr. Rector's process, the nuts are carefully protected against infestation before packing. The gas merely excludes air and maintains "status quo." The only way CO₂ can kill anything is by suffocation, and while this would be quite effective for larvae and adult moths, it does not get at the root of the trouble, which is the egg.

Your suggestion to put a substantial amount of solidified CO₂ in the bottom of an airtight tin appears to be impractical for two reasons: first, because the nuts near the dry-ice would be injured by freezing; second, because the amount of gas

resulting from the evaporation of the dry-ice would explode the can. (In the liquid state, carbon dioxide has to be handled in steel cylinders which are individually tested and numbered by the U. S. Bureau of Mines; third, because the eggs of the insect would be found to be quite indestructible even under the application of these heroic measures.

The efficacy of the vacuum chamber method of fumigation is due to the fact that the exhaustion of air from the chamber and from the cells of the nut itself permits quick, effective and complete penetration by the gas subsequently employed. The removal of atmospheric pressure causes the insect eggs to burst, thus rendering them readily sterilizable by the gas. Air-washing removes all odor and flavor of the fumigating gas and lessens the danger of its retention by the nutmeat.

Editor.

Progress Toward "Bloom" Prevention

Editor:

In your August edition, page 38, you state, "Even chocolate promises to be released of its curse—a 'bloomless' product

being gradually evolved as a result of the commercialization of "lecithin."

We are endeavoring to do an export business in the

Orient and South America, and have been convinced for some time that our English competition has something in the way of chocolate that does not show bloom. We had never heard of lecithin. Would ask you to tell us more about this product and especially tell us about some chocolate manufacturer in this country that is manufacturing a chocolate that will not show bloom.

C. E. R.

* * * *

Experiments with lecithin are now being conducted in a score of chocolate factories throughout the United States and the results obtained are extremely encouraging. In the tests, varying amounts of the lecithin have been used, running all the way from 1/4 of 1 per cent to 1 per cent. Three problems stand uppermost in adapting this product to general use in the chocolate industry in this country:

1. Incorporating the lecithin in a vehicle satisfactory to the U. S. Department of Agriculture;
2. Obtaining complete diffusion;
3. Determining the minimum quantity required to produce satisfactory results.

The present vehicle is Soya oil from which in commercial practice, the lecithin is derived. Experiments are now being made to determine the desirability of incorporating it in cocoa butter, lecithin and cocoa butter being normal constituents of the cocoa bean, whereas Soya oil is not. The problem of obtaining complete diffusion and of securing protection from grayness at minimum cost presents certain mechanical difficulties which are gradually being ironed out by the manufacturers. Dr. Rewald, world famous lecithin expert, is in this country at the present time cooperative with the domestic selling agents and with the MANUFACTURING CONFECTIONER in the conduct of these experiments.

A preliminary article on lecithin will appear exclusively in the October issue of the MANUFACTURING CONFECTIONER, to be followed by a complete survey of the problem in the following January and February numbers.

EDITOR.



A picturesque view of the City of Caracas, Venezuela—home of fine cacao.

Arriving at a Blend

IX "Chats on Chocolate"

BY ROBERT WHYMPER

(Author of "Cocoa and Chocolate" and *International Chocolate Authority*; writing exclusively in *The Manufacturing Confectioner*)

IN order to make chocolate—plain eating-chocolate—of first class quality, I would select six varieties of beans which later, after cleaning, grading, roasting, nibbing and husking separately, I would blend together in various proportions to form my natural chocolate base. The beans that I would choose would be Fine Caracas (Maracaibo, Puerto Cabello, La Guayra or some such cacaos grown in the west of Venezuela), Trinidad Estates (such as La Reunión, l'Espérance, San Juan, etc.), Fermented Costa Ricans, Fermented Grenadas (which are mostly of uniform and good quality from the better estates), Fermented

San Thomé (only clean beans of uniform size and fermentation should be purchased) and Fermented Bahias (of the better qualities). With this selection we have cacao from most parts of the world producing the better grades, and the variations that might and do occur both seasonally and annually are somewhat negative by making the blend of a large number of different cacaos on the correct assumption that a variation of one cacao among six is less noticeable than that of one cacao among three. In fact, within reasonable limits, the larger number of varieties of cacao in the blend the more uniform in quality the resulting product will be. Once the blend



By Ewing Galloway, N. Y.

has been established, never alter it except to make it better.

Practice Makes—a Good Bean-Buyer

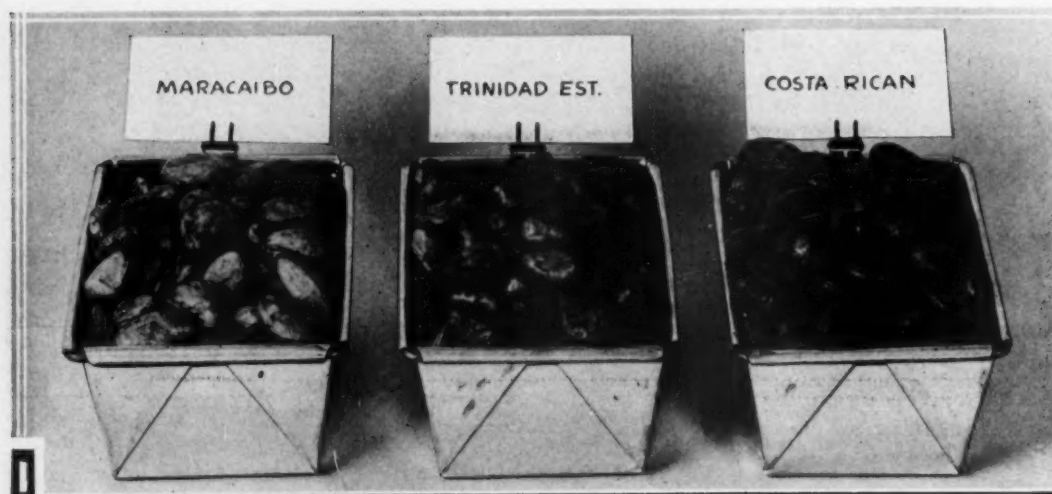
A good deal of nonsense is written by persons professing to be able to teach buyers and users how to buy and select their cacaos. There is only one way to become proficient in this study, and that is by *constant practice*. A few words, however, about the marketing of cacao will serve the purpose of showing that unless the supplier, his marks and his system of sacking his cacao are known, too much reliance must not be placed on a mere name or brand. On the other hand, consistently good cacao purchased under the same mark by any buyer is an advantage that should never be overlooked.

The term "Caracas" used to apply generally to cacaos shipped from Venezuela, but mostly grown in the eastern part, and were classified as Chuao, Ocumare, Choroní, Guiria, Río Caribí, etc., etc. These cacaos of recent years have not improved in quality and were generally of the smaller-beaned Forastero type, but even today

some of the eastern Caracas cacao is of fine quality. The cacaos from the west of Venezuela such as Maracaibo, Puerto Cabell, La Guayra, etc., used to be of the large-beaned thin-shelled, Criollo variety, but these too, except in a few cases, have deteriorated considerably. The deterioration has arisen from two main causes—(1) lack of demand and unprofitable prices have made the planters grow more prolific cacaos which have generally resulted in lowering the quality of the bulk; (2) cacaos grown in any part of Venezuela are frequently blended and misbranded to the extent that they more often bear the marks and names of the ports from which they are shipped than from the places in which they are grown. It is, therefore, extremely difficult without much practice to judge Venezuelan cacaos except by trial and experiment. Yet the cacaos from Venezuela are unquestionably the best that the world produces for making chocolate, especially when blended with pleasant, mild-flavored cacaos of the kind included in our list.

Trinidad cacaos are, generally speaking, remarkably uniform in size, cleanliness,

ARRIVING AT A BLEND



Mr. Whympers says that if he were a chocolate manufacturer and wanted to make a first class plain eating chocolate, there are just six varieties of cacao which he would use in his blends—

and fermentation, though, even in this case where every effort has been made by the planters to standardize their product and gain the confidence of the users, care should be exercised in selecting fine grades from reputable estates. Trinidad cacaos are mostly Forastero, though Criollo types from Venezuela have been grown in the island and can be bought on the market. As is so often the case with transplanted fruits, the characteristic properties of Venezuelan "Caracas" types grown in their native soil and climate are not entirely transmitted to their offspring grown in Trinidad. Trinidad "Caracas" is not, therefore, a perfect substitute for Venezuelan "Caracas." Finé Trinidad Estates should be selected for our purpose.

With regard to uniformity, Grenada cacaos of the better estates are equal to Trinidads. As a rule, however, Grenadas are less aromatic and rather more bitter than Trinidads.

Considerable efforts have been made in San Thomé in recent years to improve the cacao, and that success has attended these efforts can be seen in the fine quality of San Thomés now being shipped. Fermentation is remarkably well controlled, and the aroma and taste bland and mellow. The beans are clean and excellent value for money when the better grades can be secured.

The Rising Tide of American-Controlled Cacaos

Of all recently improved cacaos, however, Costa Ricans and Panamas are the most remarkable. A few years ago noth-

ing could have been said in favor of the sour, badly fermented cacaos from these regions. Today, owing to a thoroughly intelligent organization turning its attention to improving the product passing through its hands and applying reasonably scientific processes in fermentation and drying, Costa Rican and Panama cacaos are the best value for the money on the market.

Conditions in Costa Rica are admittedly somewhat remarkable, for there exist on the plantations more variations and crosses of cacao types than are usually seen elsewhere. The result has been that the beans of all these different varieties fermented together, some large, some small, some with rich saccharine pulp, others with less, with every possible combination of Criollo, Forastero, and Calabacillo types, have in the past provided a very uneven product. All cacaos do not require the same amount of fermentation, and the quickly fermented ones spoil before the others have reached the proper stage, and there are other complications of a similar nature that militated against the success of Costa Rican cacao.

Very great attention is now given to selective fermentation as well as to cultivation of the better kinds found to be most satisfactory for making cocoa and chocolate. Not only is the fermentation properly watched and controlled, but every effort is being made by the growers to give the manufacturer what he wants. The result is that Costa Ricans today are mild and of good color by correct fermentation; they are clean in the shell and free in bulk from rubbish, pieces of placenta, wood, etc. The



They are Fine Caracas (Maracaibo, Puerto Cabello, LaGuayra, etc.), Trinidad Estates, Fermented Costa Ricans, Fermented Grenadas, Fermented San Thomé and Fermented Bahias.

percentage of cacao butter is high, thus enabling manufacturers to save fat in their formulae. In other words, Fermented Costa Ricans and Panamas provide the manufacturer with idea cacao for making his base chocolate, and they are going to improve as the years go on.

Introduction of Scientific Controls

Sun-dried Costa Ricans are, in my opinion, mostly poor stuff for the chocolate manufacturer, though I have to admit that they possess a rather more pronounced chocolate aroma which, however, is outweighed in my estimation by their greater bitterness and astringency. Whereas fermented Costa Ricans have fine brown kernels, the sun-dried are too often distinctly purple, a result caused as much by erratic sunshine as anything else.

Cocoa and chocolate manufacturers should certainly give Costa Ricans and Panamas a proper trial in which both economic and quality valuations should be considered. Some times, it is true, complaints have been heard that some deliveries of these cacaos were inclined to be "hammy," but this defect was the result of the swing of the pendulum away from the old underfermented, vinegary cacao, and was a passing phase. Scientific control has done much to standardize fermentation and to make a most acceptable product. Further, Americans should encourage an American industry towards still greater perfection by giving their own-grown cacao a chance in their factories for the betterment of that product also.

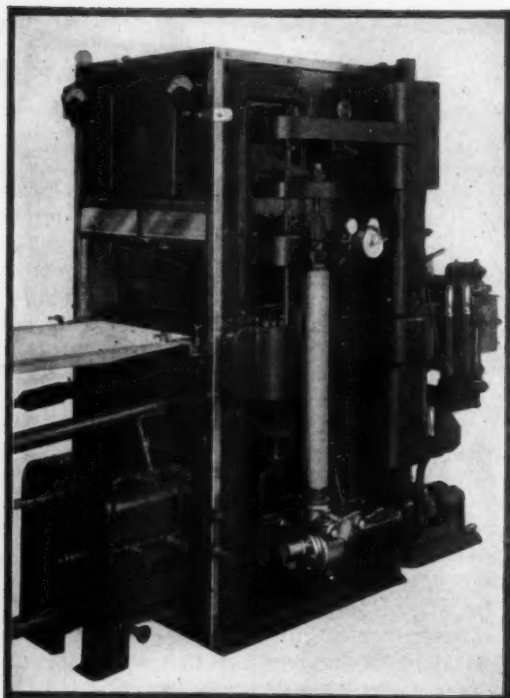
(To be continued)



A vessel of the great American white fleet plying its trade between New York and the Port of Limon, Costa Rica.

Courtesy United Fruit Co.

Who's in the



The 1929 Enrober is a true production machine that has all the refinements of the best machine tool made. It is an indispensable unit in achieving "straight line" production—the goal of every plant manager.

Q All equipment recommended for your use by National Equipment Company engineers is backed by an iron-clad guarantee that IT WILL reduce waste, increase production, promote plant efficiency or you'll get your money back.



's who h Candy Industry

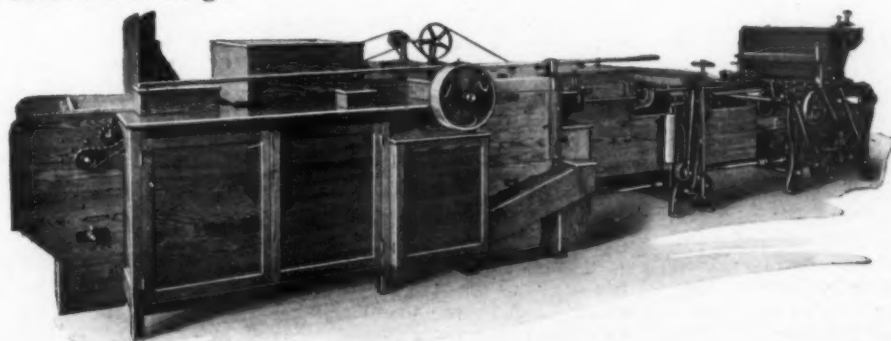
The names of some 1,500 candy makers*—all users of National Equipment Machinery—represent the Candy Industry's "Who's who." They are using 933 Enrobers and 2438 Moguls to cut costs and increase production.

It is certain that these organizations would never spend the money for these machines unless they were able to see an immediate and large return on their investment.

They wanted increased production, higher quality and lower manufacturing costs. Facts and figures show they secured these advantages when up-to-date Moguls and Enrobers replaced obsolescent methods or machines.

It would be to your advantage to follow their lead. We gladly offer our assistance in solving problems that call for increased production and cost reduction.

Full Automatic Mogul

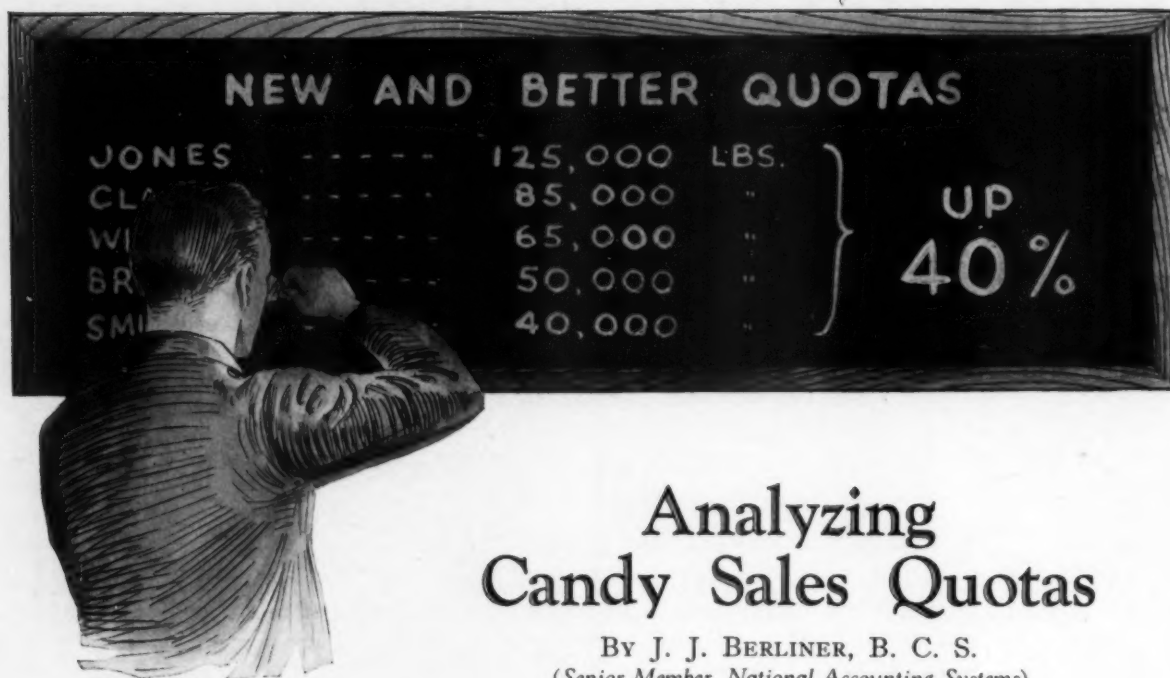


* Names Furnished on Request

National Equipment Company

Largest Manufacturer in the World of Candy and Chocolate Machinery

Springfield, Massachusetts, U.S.A.



Analyzing Candy Sales Quotas

By J. J. BERLINER, B. C. S.

(Senior Member, National Accounting Systems)

IN a sales campaign the objectives are the quotas set up in advance for the company as a whole, for a territory, or for a product. It is recognized that the quotas must be attainable with reasonable effort, they must be set not arbitrarily but with regard for past achievement. The necessity for the right kind of quotas largely accounts for the vital matter that the measurement of sales has become.

We all know that selling is not what it used to be. Enlarged productive capacity, increased competition, the switch to a buyer's market, and the pronounced tendency to shift the inventory load to the producer's sales strategists. Today you cannot simply give admonition and good advice to your men and send them out. Back of successful campaigns must be intensive market analysis, definite objectives, and proper training and preparation.

Anyone at all familiar with sales management will agree at once that the most common method of measuring branch sales, or the sales of individual salesmen, or products, can be fairly represented, as in Fig. 1. If the record is purely numerical, the number of dollars or units are set down opposite the names, and the period of time is some con-

venient interval, such as a week, a month, a year, or the elapsed time since the beginning of the year, known variously as the "cumulative," or the "amount to date," etc. If the record is graphic, the bars are made proportional to the numerical quantities.

Whether we look at the figures or at the chart, we have no difficulty in seeing that Jones leads, that Smith trails, and that the others fall in between. On the face of the record, Jones wins the plaudits and Smith the punishment, and as for the rest, they are "also rans." The monetary rewards are often distributed in the same proportion. This is an exaggerated case, to be sure, and has been made so for the sake of emphasis, but the statement still holds that in the show-down the salesman or the branch or the department that comes across with results that excel in bigness or size are the ones most likely to get the credit. This is true whether applied to sales or production, or, in reverse order, to expense or losses. The fellow who delivers the goods-in-quantity takes the prize.

It is perfectly natural to make absolute comparisons of this kind, but it may not always be just and fair. Suppose Smith is a new man, and has had less knowledge of the product or acquaintance with the

field than the others. Maybe Jones' territory is larger or has a denser population, and perhaps Brown, Williams and Clark carry different lines of goods or call on different classes of trade. There are a score of modifying circumstances, each of which would be sufficient in itself to account for variations in the results, if it were possible to assume equal sales ability on the part of the men.

But you say that all these modifying factors are known to the management, are reckoned on, and compensated for. Yes, in the mind and memory of merciful sales manager they may be, but in the cold figures of the written record they are not. The problem is: How can we bring the numerical facts and the mitigating circumstances into the same picture? Or, better still: How can a comparative statement be presented that will be absolutely fair to all concerned, and at the same time be a simple statement, drawn up in terms already familiar to the management, and not in terms altered beyond recognition? That is the problem to which we address ourselves.

Let us think, for a moment, of Smith, Jones, and the others as if they were in a race, for as a matter of fact they are in a race, each under

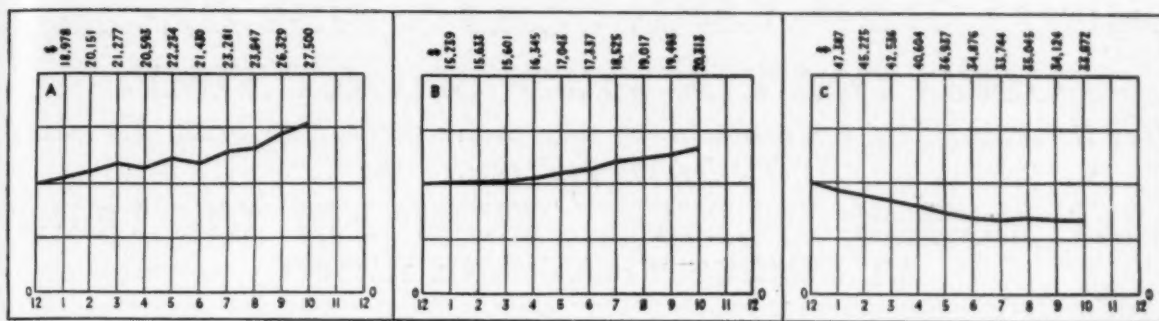


Fig. 3. The Progressive Quota Illustrated by Four Comparable Trend Charts

taken out of the air. As he reaches out for new records he has one foot on his past attainments, achieved under the peculiar and individual conditions that surround his own field, or line of goods, or his own personal make-up. To come up to the Progressive Quota, then, the salesman needs to have a rate of increase over his own past record equal to the rate of increase in sales of the whole company over its past record. The salesman not only knows what his quota is, but how it is determined, and he has faith in its attainability because the quota is constantly being attained and surpassed. Could anything be more just?

Under the Progressive Quota, the part is compared with the whole, instead of with the other parts, because in the record of the whole the individual advantages or disadvantages have counteracted each other, and the special, modifying, or mitigating circumstances have disappeared. For example, the rate of increase in the sales of Jones is compared with the rate of increase in the sales of the whole company, instead of with the rate of increase of Smith's sales, and thus bitter feelings against individuals are eliminated.

During the war it was observed by leaders of community music that crowds kept in tune. Individual singers might be off-key, but crowds, never. The adage: "There is safety in numbers," is old stuff, but still good. Statisticians have found that larger numbers move more slowly and steadily than small numbers; that they are subject to less violent fluctuations. Applied to selling, there is no incentive like the bunch or getting ahead of it. It's the spirit of the game: "What the

other fellows do, I can do—let them set the pace. Exceptional individuals may, of course, outdistance me, but I'll certainly stay in the van, and then some."

The Progressive Quota can be expressed in percentages or by means of index numbers; for example, total sales during a given period have increased 10 per cent. The quota, then, for this period is an increase of 10 per cent. All branches or salesmen whose increase is greater than 10 per cent are exceeding their quota, and those whose percentages are lower are falling behind. The graphic presentation of the Progressive Quota is simplicity itself, and in every-day practice the facts of the record can be taken in at a glance. Fig. 3 shows four trend charts designed for the part-with-whole comparison which constitutes the Progressive Quota.

It takes but a glance at the charts to tell that total sales are increasing, that the sales of salesman "A" are increasing faster than the total those of "B" at about the same rate as the total; while "C" is falling behind. In other words, "A" is exceeding the quota, "B" equaling it, and "C" failing to reach it.



These charts are very simple. It is no more difficult to read these charts than it is to watch a semaphore signal on the railroad, or the pointer of a steam gauge. The scale figures have been purposely omitted, first, because they are unnecessary, since the actual values are given at the top of the charts, and second, to emphasize the fact that the slopes

of the curves are to be read not merely in each individual chart by itself but in comparison with the slope of the total curve.

Value of Trend Line

Two things should be made very clear about the design of these charts. The first is that the curves are trends, plotted monthly, the numerical values being the successive annual totals, or in other words, the total of the past 12 months as computed for each month. The trend line has distinct advantages in that it entirely eliminates seasonal fluctuations; it minimizes temporary and accidental variations caused by short months, distribution of holidays, illness, exigencies of book-keeping, etc.

And yet these advantages are not obtained at the expense of disguising the figures, which, the managing executive will at once recognize, are identical with the ones that appear in his operating reports and other regular statements. Because of the very nature of the trend, it gives the familiar "corresponding-month-last-year" comparison in this way: whenever the trend rises or increases its upward slope, it means that the month this year is larger than the same month last year, and whenever the trend falls, the reverse is true. Consequently, the trend gives a very complete picture. It is really an index of the subject to which it is applied, and for that reason is a far safer guide than the current monthly record. Like the part-with-whole comparison, the trend curve in itself had eliminated special and mitigating circumstances, because each month it is giving the record for a whole year past instead of merely the current month.

CANDY AND CHOCOLATE MACHINERY

USED ONLY A VERY SHORT TIME

*Here is an excellent opportunity for any manufacturer to bring his plant
UP-TO-DATE and secure the
MOST MODERN EQUIPMENT KNOWN TO THE TRADE
AT PRICES THAT ARE RIGHT*

CANDY EQUIPMENT

Beaters—Marshmallow, 150 lb. H. & C. Water, belt drive—Savage.
Blanchers—Peanut, New Model—Lambert.
Boards—Starch Standard 32" x 14½" x 1¼".
Boards—Bon Bon Dipping 18" x 12" x 1¼" corner irons, nested.
Boards—Pan Room, 38" x 19" x 3½" ends, nailed, wired, cut handled.
Cream Machine—Continuous—Hohberger.
Cutter—Caramel, latest type—Racine.
Cutter—Continuous Simplex with Conveyor—Vacuum Candy Co.
Cutter—Continuous Gaebel, Complete 7' York roller, sizer, conveyor, chain.
Cutter—Continuous Gaebel, Complete Automatic Roller, sizer, conveyor, chain.
Cooker—Continuous, hard candy—National Equipment Co.
Cooker—Gas Fire, Herold forced draft—Savage.
Cooker & Cooler, Crystal Syrup 200 Gal.—National Equipment.
Crystal Pan Cleaning Machine—Thos. Mills.
Dissolver—Gelatine 50 gal.—New Advance.
Dollies—19" x 37" Wood frame, swivel Ball-bearing castors.
Dollies—19½" x 25" Wood frame, swivel Ball-bearing castors.
Drop Machine, Large frame 8 sets No. 7 Rollers—Thos. Mills.
Enrober—24" —feeder, bottomer, temp. control 40' tunnel, 20' Pack-er—National Equipment.
Enrober—32" —feeder, bottomer, temp. control 40' tunnel, 20' Pack-er—National Equipment.
Filter—1150 Gals. per hour, water—Cochrane.
Kettles—22" Solid copper batch carrying, reinforced bottom—Savage.
Kettles—24" Solid copper batch carrying, plain bottom—Savage.
Kettles—20 gal. Copper Jacketed, boiling, 1½" draw-off, mounted—Kopperman.
Kettles—45 gal. Copper Jacketed, boiling, 2" draw-off, mounted—Savage.
Kettles—150 gal. Copper Jacketed, boiling, 3" draw-off, mounted—Savage & Kopperman.
Kettles—50 gal. Copper Jacketed,

Tilting, double action, belt drive—National Equipment.

Kettles—65 gal. Copper Jacketed, Stationary, double action, 2½" draw-off, belt drive—Kopperman.

Kettles—65 gal. Copper Jacketed, Stationary, double action, 3" draw-off, belt drive—Savage.

Kettles—100 gal. Copper Jacketed, Stationary, high speed cream melter, pump-out—Kopperman.

Kettles—150 gal. Copper Jacketed, Stationary, single action, 2½" draw-off—Kopperman.

Mixers—Model K No. 3 Gas Fire—Savage.

Moguls—Standard Steel—National Equipment.

Molds—Aluminum Starch for moguls.

Pans—Crystalizing Galvanized 15¼" x 9½" x 2½".

Pans—Revolving 38" without coils—Kopperman, Savage.

Pans—Revolving 38" with coils—Kopperman, Savage.

Plastic Machine—R. Gaebel, complete with 1 chain.

Pulverizer—Sugar, Woodburn—National Equipment.

Reducer—Peanut Butter, Bausman—National Equipment.

Sizer—Cocoanut, reversible, clutch control, direct drive—Racine.

Stitcher—Corr. container—Ideal.

Stringer—32" enrober, Kihlgren—National Equipment.

Sander—Sugar for gums—Sugar Sanding Machine.

Tables—Steel Candy Cooler, 3' x 8'—Wilson.

Tables—Cream Dipping 8 pot, jacketed—Werner.

Tables—Stone Top Fudge 42" x 96" x 3" slabs.

Tanks—for Glucose Storage, Pfaudler.

Temperature Regulator for dipping tables—Werner.

Tying Machines—8 ply, for 5 lb. boxes up to 11¼" long—Bunn.

Trucks—Low type, pull steering handle, L-58" W-29½"—Lansing.

Trucks—Colseth Starch Board lift.

Wrappers—Caramel 1 x 1 x ¼ to ¾, batch feeder—Ideal.

Wrappers—Cellophane 1-lb. Box—Pack Mach.

Wrappers—Stick Candy Model C. D.—Conf. Equipment Co.

Wrappers—Wax Paper 5 lb. Oblong M. M. Box—Johnson.

Starch and Trays combined—Carload lots of 3800 trays.

Also a number of smaller items of equipment

CHOCOLATE MACHINERY

Cleaner—No. 1 Raw Cocoa Bean Picking Tables.

Cleaner—Almond Screen and Picking Table.

Roasters—No. 1 Type C X Cocoa Bean—J. Burns.

Roasters—No. 300 Sirocco, Barth Type.

Cracker & Fanner—6 Division, Nat'l Equipment.

Separator—Cocoa Bean Eye.

Press—Filter for Cocoa Butter.

Expeller—Anderson for Cocoa Butter.

Liquor Machine—Bausman Disc Process.

Liquor Machine—Triple Mills—Lehman.

Stone Sharpener—for Triple Mills.

Presses—Carey 10-pot Cocoa Butter.

Crusher—Cocoa Cake 2-roll Type.

Cocoa Powder Outfit.

Cocoa Can Filing Machine and Weigher.

Mixers—for Chocolate, Day B Style 2-bbl. jacketed.

Chasers—For Milk Powder Work.

Melangeur—No. 165 Lehman 6-ft.

Refiners—3-roll Choc. Natl. Equipment and Allis-Chalmers.

Refiners—5-roll Choc. Natl. Equip't.

Conges—4-pot. Total Capacity 1800 lbs.—National Equipment.

Tank—Chocolate Tempering 3800 lbs.

Tempering Machines—Natl. Equip't.

Depositors—5c and 10c bars—10-lb. cake—National Equipment.

Shaking Tables—for above Depositors.

Cooling Boxes—75-ft. for above Depositors.

Perforating Machines—for coding Labels.

Wrapping Machines—Pastille, For-grove.

Wrapping Machines—5c and 10c Bars, Penny Pieces, Fer. & Haas.

Labeler—for 1-lb. Round Cocoa Can.

Pans—Vacuum 3500-lb. Capacity for Milk, Jos. Oat.

Pasteurizer—for Milk, Mach. Pkg.

Enameled Tanks—for holding Milk.

Milk Cooler—Cherry.

Plow Machines—for Milk Chocolate Powder.

Melting Kettles—300-lb. Racine.

Depositors—Stars & Kisses, Racine.

Kiss Wrappers—Weiscopf.

Tanks—Misc. holding for Cocoa Butter, etc.

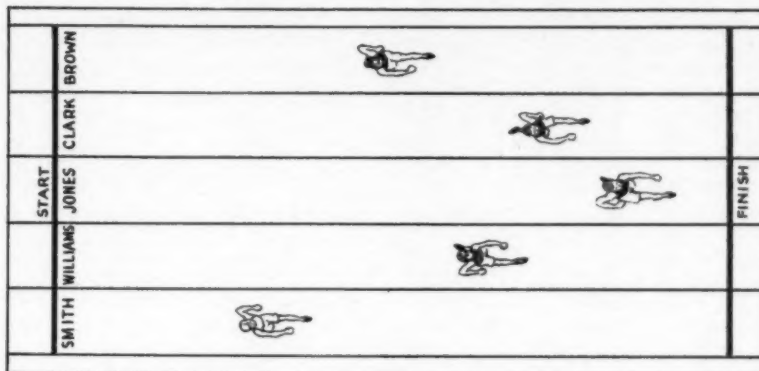
Inquiries solicited and promptly answered.

ELINE'S, Inc., Milwaukee, Wisconsin

ANALYZING CANDY SALES QUOTAS

his own handicap. Here they are running towards the goal:

with great effectiveness during the war in scheduling production and



Poor Smith is unmistakably behind, but for all that we know he may be going at a faster speed than Brown, Williams and Clark, or even Jones. If Smith is going strong enough and keeps up, he will outstrip the field. To be sure, he is not ahead yet, but why should he not be rewarded for the progress he is making in his own territory, under the peculiar and unavoidable conditions to which he is subjected? To compare these five at a given instant—the end of a month, or a year—is static, and it leaves out the vital element of speed, or, as we prefer to call it, progress. The fairest comparison is, after all, not an absolute comparison but a relative one, since, as we saw above, there are insurmountable differences in products, territories, and trades.

A notable attempt toward making comparisons thoroughly relative, and therefore just and fair, is the setting up of a fixed quota, and then recording the progress made towards reaching it in the form of percentages. This method is sometimes expressed in charts similar to Fig. 2.

This alters the picture completely. Here is information we did not have before. The dark horse, Clark, exceeded his quota, and Smith has not done so badly after all. This gives a relative comparison, sure enough, and is a vast improvement over the line-up in dollars or in product units. It is a form that has wide acceptance. Sometimes it is drawn on a monthly basis so that, for example, Clark has an excess to his credit that he can carry over into the next month, and Brown, and perhaps the others, have a chance of making up their deficits. This so-called progress chart was used

other operations.

The measurement of progress toward a fixed quota has certain distinct advantages, and goes a long way toward the solution of our problem, but there is still a serious obstacle in the way. How shall we fix the 100 per cent quota so as to satisfy everybody concerned?

If a bonus hangs on the attainment of a quota, the salesman naturally wants the quota low, while the management, as a spur to greater attainment, is for setting the mark high. More than one salesman has thrown up his job in disgust because the quota set was, to him, manifestly unattainable. The branch office complains that headquarters does not understand field conditions, and headquarters reports that the

branch office lacks "pep" and aggressiveness. "The business is there, why don't you go out and get it?" The weakness of the fixed quota is that, at best, it must be arbitrary. Because it cannot be put on an automatic, impersonal basis, it is frequently the cause of much bickering and the source of no little ill-will.

The source of the difficulty is in the fixed and arbitrary quota. If it could be made movable and automatic our problem would be solved. And this requirement is just exactly what we find in the Progressive Quota. Under the Progressive Quota idea the rate of increase (or decrease) of sales for the whole company becomes the quota for each branch or for each salesman. Is it not eminently fair to expect all branches and all salesmen to have a rate of increase in sales equal to the rate of increase of the whole company?

To expect this much, it may be readily seen, is neither arbitrary nor fixed. Changing circumstances making for easier or tighter business will be registered in the rate of increase of the total sales of the company and so in the quota itself.

A still further adaptation of the Progressive Quota to fit the individual case lies in the fact that in determining the salesman's rate of increase, the salesman's own past record must be used as a base. For him, the quota is not something

Fig. 1 (right). Bar chart applied to individual sales

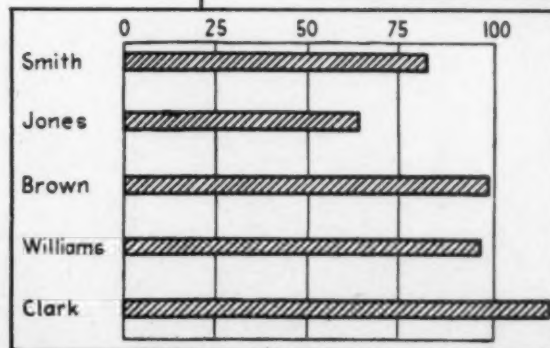
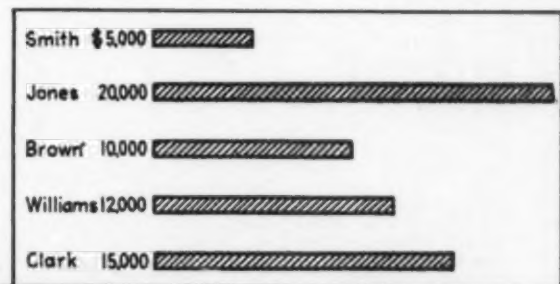
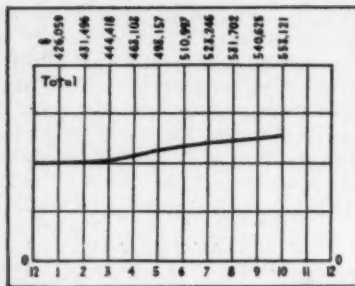


Fig. 2. Individual sales represented as percentage of quota



Charts Scientifically Comparable

The second highly important thing that should be made clear about these charts is that they are plotted in such a way as to be scientifically comparable. It will be noticed that all the curves—the total as well as the salesmen—start out at the same distance from the zero line at the bottom. The starting point is located in the middle horizontal ruling which automatically becomes a line of reference, and thereafter visually represents the total for the preceding year, of whatever is chosen for the base period. There-



fore, a given vertical distance on one chart represents the same percentage change on all charts. Likewise, a given slant of the curves on one chart represents the same per-

Comparison of Charts Shows Salesman Where He Stands

centage change on the others. This accounts for the slogan: "The slope of the line tells the story." All the charts have been reduced to the same focus, so to speak. In this respect the charts are like those plotted from index numbers which always have the basis 100, but they differ from such charts in one highly significant particular. They are not plotted from index numbers, percentages are not at any time computed, and the data used and shown are not relative numbers, but the absolute data taken from the company records, and familiar to the executives as yearly totals. Executives do not have to readjust their minds in using these charts, or in passing from subject to subject. Comparable trend charts are virtually operating reports and instruments and are so used.

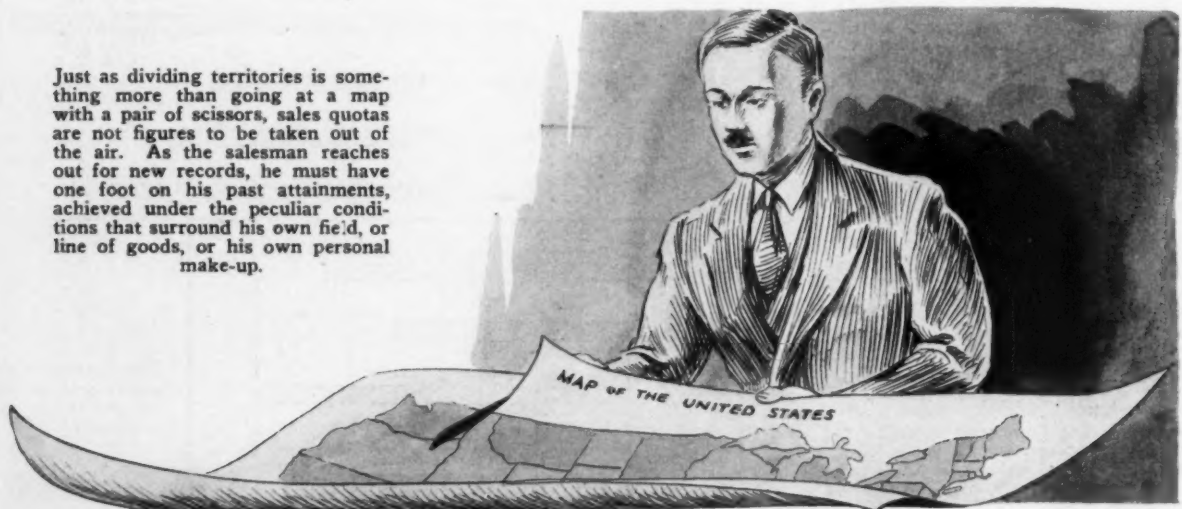
Although primarily intended for officials in charge of sales, the Progressive Quota expressed in the form of trend charts works very effectively with salesmen. The men do not have to wait until the end of the year to find out how they stand on an annual basis. The practice is to supply each salesman with two charts every month—one representing company sales, or the sales of the branch to which he is attached, and the other representing his own sales. The latter chart carries the actual data, for he has access to that information anyway.

On the other hand, the company chart does not show data, and therefore the salesman has no way of finding out what the company figures are. A comparison of the two charts, however, instantly shows him where he stands; if he is ahead, how great a lead he has, and if he is behind, how far he must go to catch up. The beauty of it is that this comparison is expressed in terms of his own past accomplish-

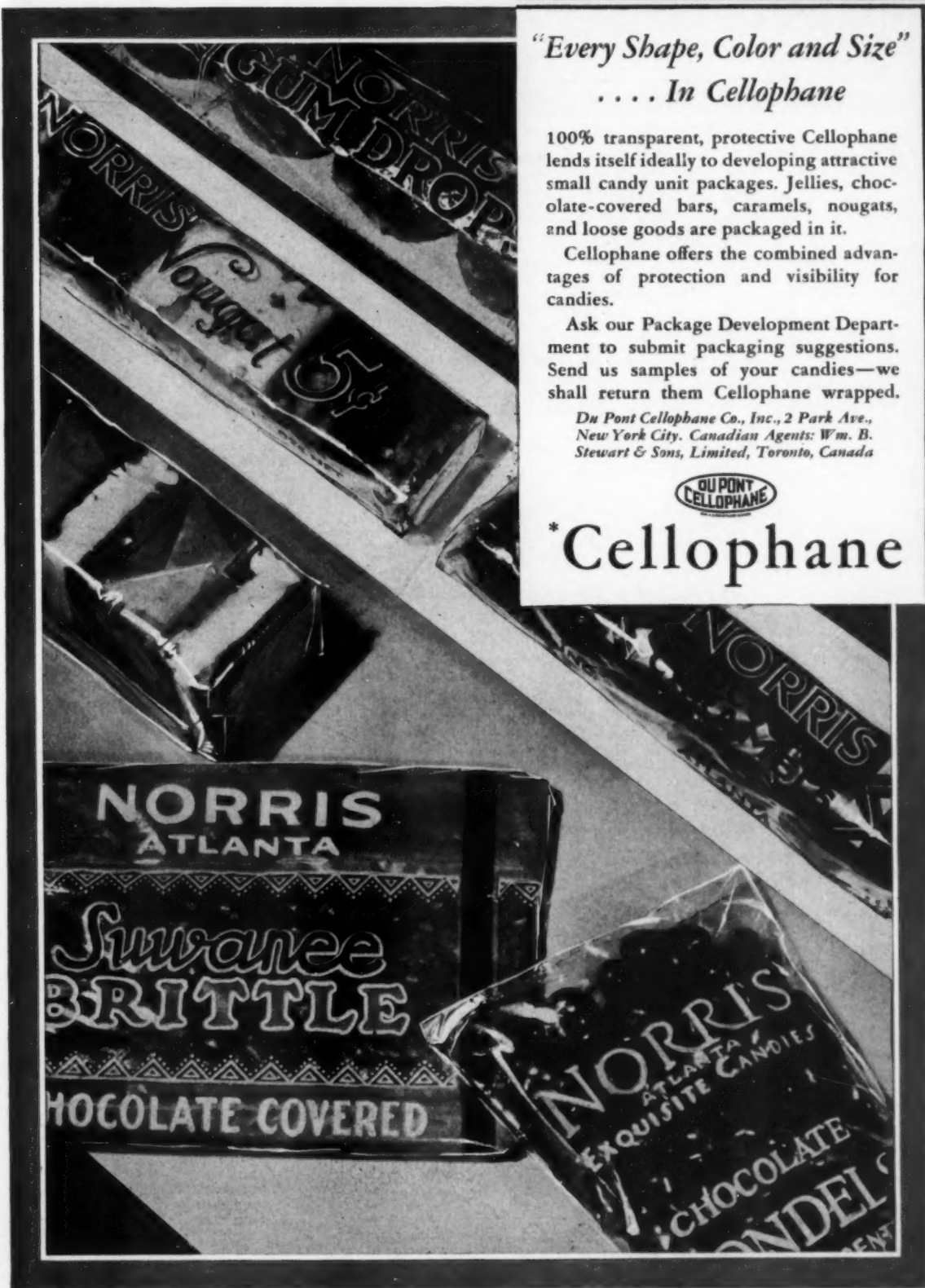


ment with which he is well acquainted. He can determine for himself, either as a percentage or in actual dollars, how much more business he must do to catch up with the quota as shown by the latest record given him. Since the curves on trend charts are not subject to violent fluctuations, it is even possible for the salesman to forecast with surprising accuracy where his own and company sales are likely to come out at the end of the year. And all this is accomplished without divulging company information.

Just as dividing territories is something more than going at a map with a pair of scissors, sales quotas are not figures to be taken out of the air. As the salesman reaches out for new records, he must have one foot on his past attainments, achieved under the peculiar conditions that surround his own field, or line of goods, or his own personal make-up.



Courtesy of Norris, Inc.




*"Every Shape, Color and Size"
... In Cellophane*

100% transparent, protective Cellophane lends itself ideally to developing attractive small candy unit packages. Jellies, chocolate-covered bars, caramels, nougats, and loose goods are packaged in it.

Cellophane offers the combined advantages of protection and visibility for candies.

Ask our Package Development Department to submit packaging suggestions. Send us samples of your candies—we shall return them Cellophane wrapped.

Du Pont Cellophane Co., Inc., 2 Park Ave., New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada



*** Cellophane**

*Cellophane is registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product)

WHAT'S NEW?

New Patents

1,705,328. Candy Mold. Charles R. Griffith, New York, N. Y. Filed Dec. 5, 1923. Serial No. 678,722. 2 Claims. (Cl. 107-1.)

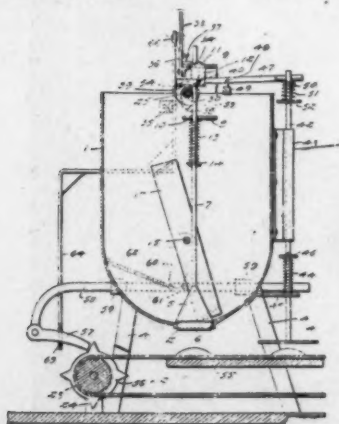


1. A mold for casting candy shells having thin walls and an apertured flat base overhanging said walls, comprising a form open at the top and a removable cover plate having an aperture therein of approximately half the greatest diameter of said form arranged with the aperture thereof arranged concentrically with and over the open top of said form, and a flat under surface on said plate outside of said aperture adapted to project over the rim of said form at the top thereof for catching material dropped thereon on the inversion of said mold, whereby the base is formed on said shell.

1,700,387. Confection. Leon W. Stetson, Cranston, R. I. Filed June 29, 1923. Serial No. 648,570. Renewed July 17, 1928. 2 Claims. (Cl. 99-16.)

1. A confection comprising a gluten, and a binder for permanently maintaining a substantially plastic and tenacious condition of the gluten.

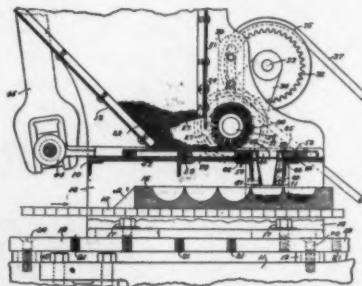
1,707,066. Candy-Making Machine. Samuel C. Peckham, Greenville, Tex. Filed March 4, 1926. Serial No. 92,231. 5 Claims. (Cl. 107-15.)



3. A candy making machine comprising a receptacle provided with an opening in its bottom, a batch forming plunger arranged in alignment with the opening, a rod connected to the plunger and provided with a toe, a shaft, a sleeve provided with a cam and slidably mounted on the shaft to adjust the cam into and out of operative position with respect to the toe,

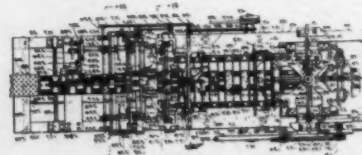
means establishing a driving connection between the sleeve and shaft, the cam being adapted to move the flange in one direction, means adapted to move the flange in the opposite direction, and means for operating the shaft.

1,708,062. Candy-making Machine. Willis N. Hartshorn, Racine, Wis., assignor to Racine Confectioners' Machinery Company, Racine, Wis., a Corporation of Wisconsin. Filed Aug. 1, 1923. Serial No. 655,048. 7 Claims. (Cl. 107-1.)



4. In a machine of the character described having a hopper, the combination with a reciprocating slide having a removable measuring plate secured thereto and provided with a series of openings therein, of a removable spout plate at a position removed from the hopper having a series of openings therein to correspond with the openings in the measuring plate, spouts secured to the said spout plate beneath the openings therein and means to reciprocate the slide to bring the openings in the measuring plate from a position below the hopper to a position in registration with the openings in the spout plate.

1,710,689. Candy-Packaging Machine. Wilhelm H. Bronander, Montclair, and James W. Leary, Bloomfield, N. J., assignors to American Machine & Foundry Company, a Corporation of New Jersey. Filed July 14, 1927. Serial No. 205,595. 34 Claims. (Cl. 93-7.)



1. The combination with wrapper and article forwarding means, of means for forming and supplying wrappers to said forwarding means in trough-like article-receiving formation with two diagonally opposite corners upstanding and with two diagonally opposite corners outstanding, and

means for successively folding said corners at a plurality of stations in the path of said forwarding means into superposed position on articles emplaced on wrappers in said forwarding means.

Candy Clinic

(Continued from page 56)

Code 9u 29

Assorted Chocolates; 3½ ozs.—
20c

(Made in Milwaukee, Wis.)
(Purchased in a retail candy store in New London, Conn.)

General Appearance of Package: Fair.
Finger marked; fly spots on cover.

Box: Lavender colored; name in gold; two small gold seals used.

Appearance of Goods on Opening: Fair.

Number of Pieces: Eight.

Gloss: Partly gone.

Strokes: Fair.

Color of Coating: Good.

Taste of Coating: Fair.

Dipping: Good.

Centers:

Caramel: Good.

Raspberry Cream: Good.

Fig Jelly: Good.

Caramel Marshmallow: Good.

Maple Walnut Cream: Good.

Cherry Cream: Good.

Lemon: Hard; taste, rancid.

Nougat: Good.

Assortment: Good.

Remarks: Suggest that a Cellophane wrapper be used, as the box was not in good condition. Assortment and quality were very good; one of the best pocket packages I have examined for quality for some time.

Code 9v 29

Chocolate Creams Assorted; 8
Pieces—5c

(Made in Boston, Mass.)

(Purchased in a drug store in Boston, Mass.)

General Appearance of Package: Good for a 5c seller.

Folding Box: Blue background; white printing.

Appearance of Goods on Opening: Good.

Gloss: Good.

Strokes: Single stroke.

Taste of Coating: Fair.

Color of Coating: Good.

Dipping: Fair.

Centers:

Peppermint Cream: Fair; fondant good, but very little flavor.

Lemon Cream: Fair; same as peppermint cream.

Chocolate Cream: Good.

Raspberry Cream: Fair.

Note: All pieces shaped like peppermint creams.

Assortment: Good for the price.

Remarks: This box, at 5c, ought to be a big seller.

C. E. Franche & Co., for many years manufacturers of shellac and finishing materials in Chicago, has been merged with James B. Day & Co.

The two companies have long been friendly rivals in the same line of business, serving the same trade. Customers of both companies will be benefited by the combined facilities and will continue to receive quality and service of the highest grade.

Headquarters will be with James B. Day & Co., 1872 Clybourn Avenue, Chicago.

Further expansion of the facilities of Continental Can Co., Inc., in the Southwest has been made through the acquisition of the assets and business of the

Gille Manufacturing Co. of Kansas City, Mo., manufacturers of tin containers.

This unit will form an important link in Continental Can Co.'s chain from coast to coast, as the company has heretofore had no plants between Chicago and Denver.

Mr. Harry S. Gille has been appointed business manager of the plant, and other members of the Gille organization continue with Continental in the same positions as heretofore.

Mr. Greenberg, founder of the Union Confectionery Company, New York, and well known in this industry, passed away September first. Mr. Greenberg is survived by his four sons, who were associated with him in business.

Continental Can Co., Inc., Acquires Federal Can. Co.

Continental Can Co., Inc., has acquired the assets and business of the Federal Can Co., of Nashville, Tenn.

Under the direction of W. D. Trabue, the business of the Federal Can Co. has had a rapid growth since its incorporation in 1919. Mr. Trabue, widely known throughout the industry, will become a part of the Continental Can Co. organization.

Prior to this acquisition, Continental Can Co., Inc., had no plants in the territory between Cincinnati and New Orleans.



How Will You Solve the Grocers Holiday Candy Problem?

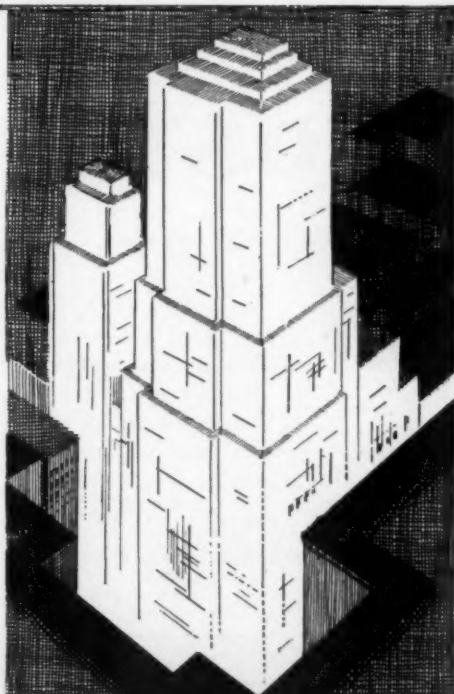
A DISPLAY RACK with a sanitary cover for each pail will sell three times as much candy and solves the problem of how to merchandise Holiday Candy from now until Easter.

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